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THIS ISSUE IN TWO SECTIONS

**AN EXCLUSIVE BAY GUARDIAN STUDY CHALLENGES THE CONVENTIONAL WISDOM THAT DOWNTOWN DEVELOPMENT CREATES JOBS**

**1. SMALL BUSINESSES HAVE CREATED VIRTUALLY ALL THE NEW JOBS IN SAN FRANCISCO SINCE 1980.**

**2. MEANWHILE, BIG DOWNTOWN COMPANIES POSTED A NET JOB LOSS.**

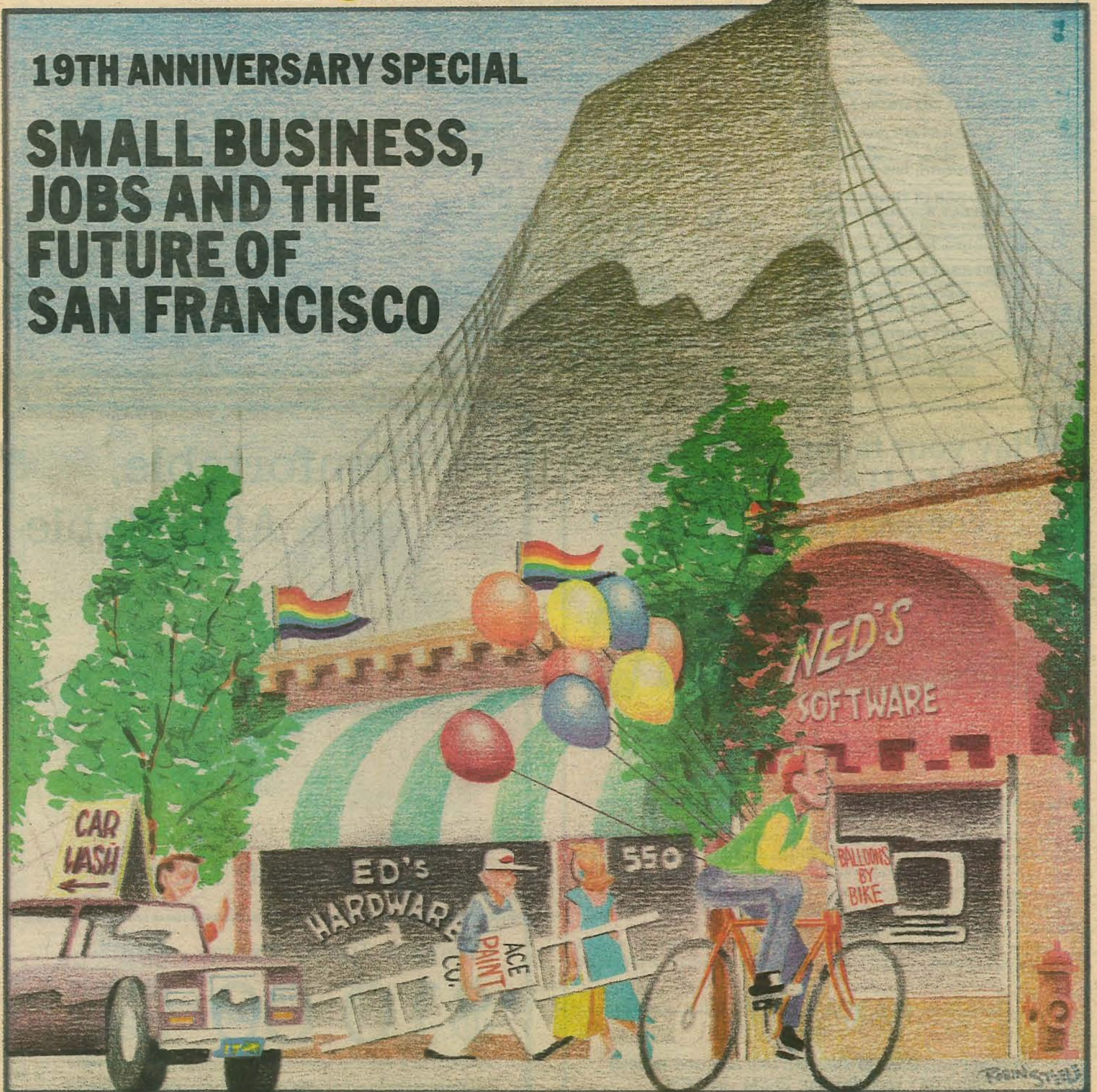
**3. IN THE FUTURE, MORE NEW HIGHRISES WILL MEAN FEWER NEW JOBS.**

# THE SAN FRANCISCO BayGuardian

PUBLISHED WEEKLY EVERY WEDNESDAY. OCTOBER 23 TO 30, 1985. VOL. 20 NO. 2

**19TH ANNIVERSARY SPECIAL**

**SMALL BUSINESS,  
JOBS AND THE  
FUTURE OF  
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GUARDIAN GRAPHIC BY ROBIN STEELE

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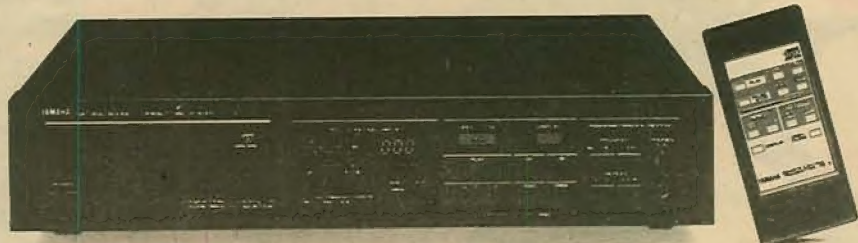
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October 23, 1985

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## LETTERS

### BLACK AND BLUE ANGELS

I scrambled to the window of my San Francisco apartment when I heard the scream of jet engines. Overhead, a squadron of the Navy's Blue Angels banked hard to the right to make a pass over the Marina. Cutting through the blue and white sky, one could only admire the precision flying team as they performed in a clean and professional manner to the admiration of the people below. Yet, in the Mission District, the Salvadorean refugee who heard the thunder overhead thought not of the pride and precision of the Blue Angels. For some Salvadoreans, the scream of aircraft does not attract patriotic admiration, but causes terror and a scramble for a safe haven. In El Salvador, the Blue Angels are represented by the "Black Angels"; precision American aircraft that destroy the public, not perform for their enjoyment.

The flying Black Angels of El Salvador are just as much an American creation as the pretty Blue Angels of San Francisco. The Black Angels' aircraft is American-made, flown by American-trained pilots, financed by U.S. taxpayers and told where to strike by U.S. military advisors. As reported last year in the U.S. press, the bullets and bombs of the Black Angels are the leading cause of violent death in El Salvador. The atrocities of the right-wing death squads have been replaced by these Angels of Death, randomly destroying from the heavens. These Blackest of Angels spew down on the people and countryside of El Salvador fire, napalm, shrapnel and bullets. They kill pregnant women, infants, daughters, fathers and grandmothers. They leave scorched earth, destroyed faces, limbs and bellies, and they implant an urgency to flee. Ironically, the U.S. war in El Salvador and its latest apparition, the Black Angels, has forced thousands of Salvadorean refugees to the safety of San Francisco, where they could "enjoy" the clean, precise show of the Blue Angels.

The Blue Angels of San Francisco are the pretty image masking the brutal reality which is the Black Angels of El Salvador. While the pretty Blue face can be pinched and admired, the Black Angels and the U.S. airwar in El Salvador must be condemned and stopped. At stake are the lives of millions of fellow Americans, from both North and Central America.

— Michael Stanfield  
San Francisco

### WITHIN FIRST STRIKING RANGE

Isn't it obvious that the Russians have to launch a first strike just before the Star Wars defensive plate hardens into place?

After all, they must be able to see that, once the plate is in

place, we could open up port-holes, at our will and wherever we wanted and launch our own first strike, one that the Russians couldn't see coming.

— Jeremy Stone  
San Francisco

### PERFUNCTORY KNOWLEDGE?

Several weeks ago (BG, 9/11/85) in the question and answer column on sex authored by someone called Isadora, a woman was told that when her flirting gets no response from a man to "figure he's gay to protect your ego." What a shallow and bigoted statement from your sex "expert"! Besides the fact that any in-depth research on the demographics of this city would quickly dispel the myth that gay men even approach straight men in numbers, this remark betrays some very unhealthy biases and stereotypes. It is as if to say that women are so universally precious and desirable that any and all normal red-blooded American men would naturally jump at their slightest indication of accessibility and if they don't, well then, you know, they're "that way." Can you imagine a sex columnist who is a man telling another man writing in to "assume that the females who don't respond to your advances are all lesbians so your ego isn't damaged?"

Ms. Isadora's comment also has shades of the old "They're everywhere, they're everywhere" hysteria and all that that implies. In fact, in reading her column over the past few months, insensitivity to men in general seems to be more prominent than that just to gay men. She seems to have only the most perfunctory knowledge of men's issues and needs.

When a woman writes in she responds with compassion and forgiveness as well as information. Her responses to men, however, are shorter, merely factual and often tinged with scolding or blame. I've never seen her respond to a man writing in with any degree of compassion or in-depth knowledge of the psychological issues that surround men's sex problems.

Perhaps Isadora should change her column to one on women's sex problems alone instead of everyone's. She'd obviously be more comfortable with that.

— John Morrison  
San Francisco

### NOT GAY?

Apart from length, is there anything wrong with the term "homosexual"? It is specific, accurate, and non-judgmental, without the faintly derisive overtones of the usual misnomer "gay." Nor does it further water down and devitalize the language. (I've certainly never noticed a preponderance of "gaiety" in either homo- or heterosexuals of my acquaintance.)

As for poor Don Marquis, he must be crying into his graveclothes. Lucky for him and for us that he created Mehitabel in the '20s, with her innocently raffish and irresistible "Toujours Gai"!

— Vivianne W. Halse  
San Francisco

### OBJECTION!

As a citizen, I personally object to the recent action taken by Margaret Heckler, Secretary of Health and Human Services, in transferring \$10,000,000 in funds from Indian Health Services to AIDS research.

As a gay Indian, I am in total support of AIDS research, better health care for AIDS patients and an eventual cure for AIDS, which is, in Ms. Heckler's words, the "nation's number one priority."

However, many American Indian health care programs are already facing a 40% reduction by the present administration. The veto in 1984 by President Reagan of the Indian Health Care Improvement Act will result in the closure of 39 urban Indian health clinics.

I believe that Ms. Heckler's actions continue the unfortunate historical tradition of denying American Indians their basic human rights.

— Randy Burns  
Co-founder, Gay American Indians, San Francisco

### BOYCOTT JEWELRY

We American consumers can do a lot to promote the cause of South African people's liberation by actively supporting the miners' strike there.

How?  
By boycotting gold and diamond jewelry!!

— J.N.R. Greenman  
Oakland

### INVEST IN SOUTH AFRICA?

I suggest that we initiate a campaign to Buy The Words of the Black People of South Africa.

We would, for example, pay a Black Person in South Africa to write us a letter, telling us about "what life is like" or "what is happening" in South Africa.

Little by little this would grow, until the market place of public opinion is flooded with The Story of What It Is Like To Be A Black South African, as told by those who are living it.

— Leland Mellott  
San Francisco

### DON'T FORGET TO WRITE

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VOL. 20 NO. 2  
OCT. 23 - 30, 1985



## New regent's credentials: Bay of Pigs, Radio Marti . . .

A former Army officer who took part in the unsuccessful Bay of Pigs invasion of Cuba and is now associated with the U.S. government's controversial Radio Marti has been appointed a member of the University of California's Board of Regents. Along with Fresno attorney and fellow Republican Leo Kolligian, Tirso del Junco was selected by Governor George Deukmejian to serve on the 30-member board. The designations took effect Oct. 1st., although they have not yet been confirmed by the California Senate. The Senate, which is in recess until January, has 365 days after the appointment to either confirm or reject the governor's candidates.

### Student criticism

The appointments of del Junco and Kolligian, who will bolster the board's politically conservative majority, have drawn widespread criticism from the university community.

Student leaders are especially incensed at the appointment of del Junco. "The regents were set up as a non-political body to serve as trustees of the university," noted Pedro Noguera, UC Berkeley's student body president. "I think his [del Junco's] presence just adds to the right-wing, political nature of the regents."

Del Junco, 60, a practicing surgeon in Los Angeles, was a medical officer in the CIA-backed, anti-Castro "army of liberation" that landed at Cuba's Bay of Pigs in 1961. He has held high-ranking positions in the California Republican Party and since 1981 has served on the commission formed by President Reagan to oversee Radio Marti, which broadcasts into Cuba. Critics claim that Radio Marti is a propaganda tool for U.S.-based groups seeking to overthrow Fidel Castro's government.

Del Junco's resume lists him as an ex-captain in the U.S. Army (1955-57), state chairman of Latin Americans for Goldwater for President (1964), and chairman of the California Republican Party (1981-83).

"I have a lot of questions about his qualifications as a regent," Denise Abrams of the Student Body President's Council at Berkeley told the Bay Guardian. "I have real problems with the legality of Radio Marti, and I don't think it's something the United States should be morally engaged in. And I don't think it's in the university's best interests to have as a regent someone involved in these kinds of questionable activities."

The Bay Guardian had not been able to reach del Junco for comment by presstime.

Deukmejian is standing by his most recent appointments. According to Kevin H. Brett, the governor's deputy press

secretary, "The governor has made two outstanding choices. Both Leo Kolligian and Tirso del Junco have dedicated the greater portion of their lives to community and public service. Both are very successful."

Although both men have begun serving as regents, they still await the approval of the state Senate — and that confirmation is hardly a foregone conclusion, according to Nancy Michel, appointments consultant for the Senate Rules Committee. "The primary question will be the fact that both men are older, well-to-do and aren't as broadly representative of the state at large as regents must be according to the state's constitution."

Another question involves the role that the governor's political priorities played in these appointments. Brett doesn't deny that Deukmejian's decisions may have been influenced by del Junco's and Kolligian's affiliation with the Republican Party. "A governor has the authority and the right to make a selection of individuals of his or her own choosing," the governor's spokesman maintained. "It's not going to surprise you that these two men are registered Republicans. Just as if you look back at the regents appointed by Governor [Jerry] Brown, you won't be surprised to see a lot of registered Democrats."

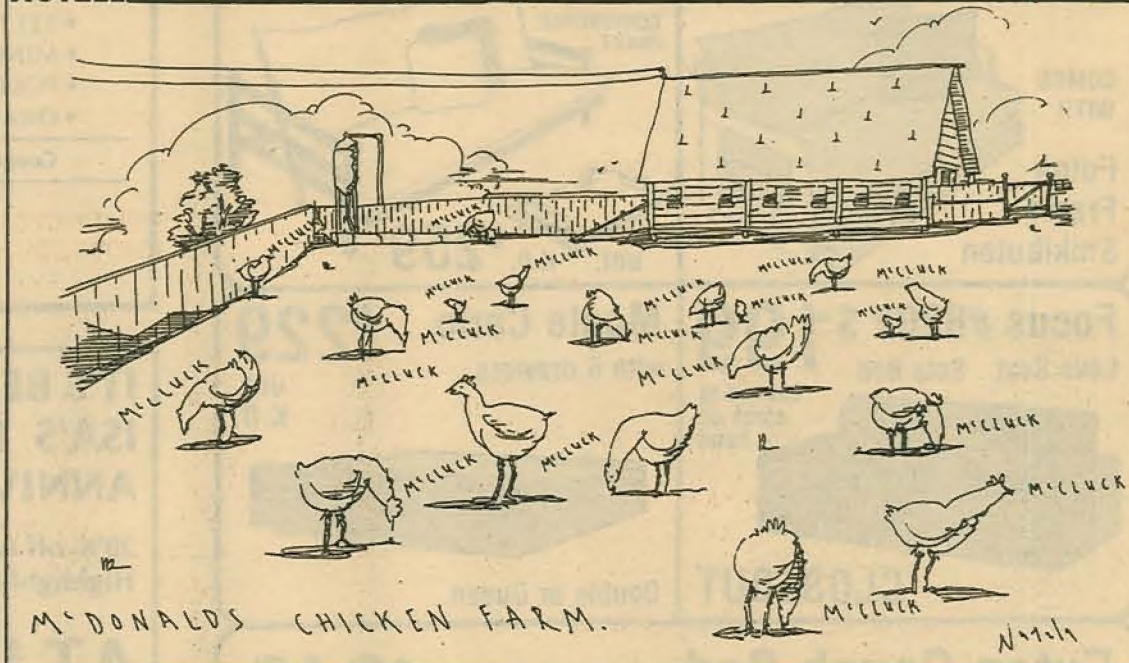
### Conservative decisions

In recent years, students and faculty of the state's universities have been critical of the UC regents for their decisions to renew UC's ties with the nuclear weapons laboratories at Livermore and Los Alamos and to retain investments in companies that continue to do business with South Africa.

Many of these critics consider that there should be more public input into the selection of regents. Such criticism led in 1974 to the passing of Prop. 4, which reduced the term for regents from 16 to 12 years and created a 12-member advisory committee to assist the governor in selecting regents. However, this committee, which represents students, alumni, faculty and the state Legislature, has had little impact on the governor's appointments.

"During my term, I don't think either Governor Brown or Governor Deukmejian has used or relied upon the advisory committee to help select regents,"

## NUTZLE



Yori Wada, a regent appointed in 1977 by Jerry Brown, told the Bay Guardian.

In the most recent case, Deukmejian merely sent the individual advisory committee members a letter informing them of his intention to name del Junco and Kolligian to the board. "The law calls for us to consult with the advisory committee before the selection is made," said Brett, "and we have done so."

Although the letter requested comments from the committee members, "We felt this wouldn't have any effect," said Dan Greening, president of the Student Body President's Council and a member of the advisory committee. "My basic feeling is that this committee is a complete sham. Its sole function was to receive that letter. I think it's being used as a rubber stamp for the governor's choices."

— Randall Koral

## Arab-Israeli conflict: Demographic shifts may only make it worse

The hijacking of the Italian cruise ship Achille Lauro by a Palestinian splinter

group highlights a new phase in the Israeli-Palestinian conflict. Increasingly, the antagonists are not governments and organized movements but angry and frustrated young men. Demographics, not ideology, lie behind the escalating violence.

In record numbers, young men and women are emigrating from Israel, fleeing horrendous inflation and lack of economic opportunity. Most of those leaving are educated, upper-middle class "European" Jews — the Ashkenazim. Left behind are the generally poorer, more working-class "Oriental" Jews, the Sephardim, who are also underemployed and equally frustrated by Israel's economic situation.

The Ashkenazim are generally better connected in Europe and the United States, where many have family ties. If things get really bad, they would have some place to which they could emigrate. The Sephardim, by contrast, have few places to go. They suffered greatly under Muslim rule and cannot return to their countries of origin, so they have only Israel as a homeland.

The Sephardim also have a higher birthrate than the Ashkenazim. Thus, their representation in the Israeli population as a whole is increasing. They are, predictably, the single most important cause for the rise of the extreme right in Israeli politics in recent years,

as represented by Rabbi Meir Kahane, whose political party, the Gush Emunim, favors the expulsion of all Arabs from Israel, including the West Bank and Gaza.

### Fewer moderates

Just as in Israel, demographic shifts among Palestinians have increased the number of those who would tend to support violence. Moderates — those who have long favored direct negotiation with Israel for some return of territory for Palestinians made homeless in the 1948 and 1967 wars — have been in decline.

The Palestinian community now consists of three large groups. The first are the educated Palestinians living in urban centers throughout the Middle East, such as Amman and Damascus. Many now also live in Europe and North America. These are the Palestinian elite, with connections throughout the world. They are likely to be able to make their way with no outside help. For them, the question of a land settlement for Palestinian refugees is largely a philosophical and ethical issue.

The second group are educated, middle- to lower-class individuals employed as office workers, skilled laborers, teachers and merchants through all the Middle East. They have little in the way of independent income, own no

continued page 11

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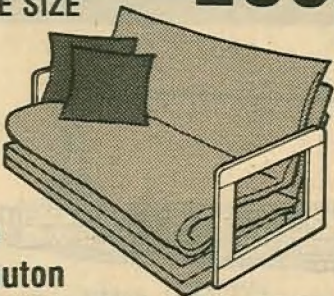


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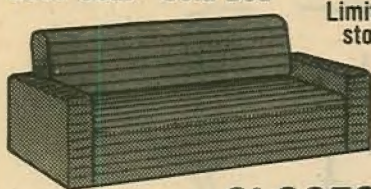
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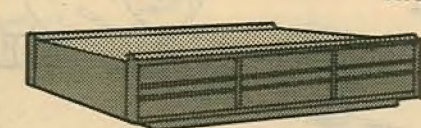
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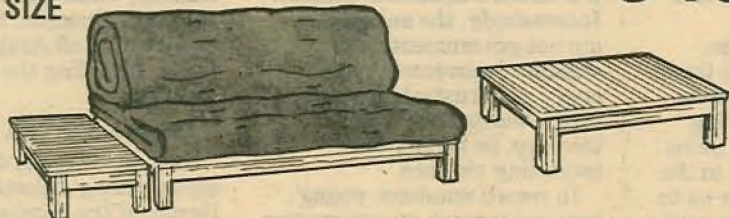
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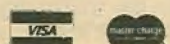
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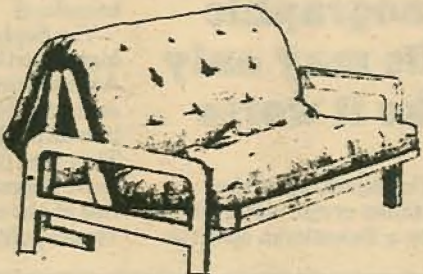
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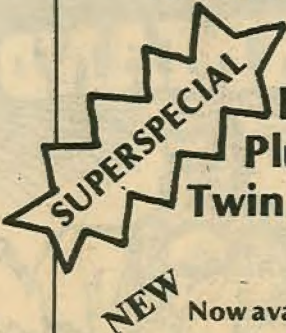
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# OPENING A NEW FRONT IN THE HIGHRISE WARS

**O**n October of 1966, when the Bay Guardian started publishing from a single desk in the back of a printer's office in the alley behind the Chronicle, the first visible effects of the downtown building boom were beginning to appear in downtown San Francisco.

We chronicled our forebodings in a prophetic Ted Rasmussen cartoon of a boy and his father sitting at the Top of the Mark, A.D. 2000, unable to see the Bay or the ocean because of the forest of highrise buildings. The father says, "Time was you could see the Bay from here, Ralph," the boy replies, "How quaint."

From that point on, the Bay Guardian has spent much of its editorial energy in reporting on the city's biggest story: the downside costs and effects of the 20-year building boom that we feel is ruining one of the world's great cities.

At first, the Chamber of Commerce and the politicians who formed the downtown development booster club argued that highrises would be the economic salvation of the city — the new buildings would bring in huge tax revenues, create jobs for city residents, pay for new mass transit and stimulate housing construction across the city. In 1971, we published our pioneering cost-benefit study on downtown development. Its conclusion: Downtown costs more in city services than it pays in taxes. The Chamber immediately changed its tune, acknowledging that highrise construction involved certain costs, but asserting it would have a "net economic benefit." And the battle was on.

In 19 years, the debate has come almost full circle: The Chamber has been forced to admit not only the financial costs of intensive development but also the irreparable damage to the city's environment and quality of life. Eventually, it simply became impossible to do otherwise: No matter how many rosy proclamations were issued by Chamber spokesmen, San Franciscans couldn't help but notice the ever-more-crowded streets, the ever-darker canyons and the ever-higher rents.

So when the supervisors began considering Mayor Feinstein's Downtown Plan, which would allow the building boom to continue unchecked for another 15 years, Downtown was reduced to its final ace-in-the-hole. The argument that convinced six supervisors to support the Downtown Plan was simple: Highrises create jobs. San Francisco needs jobs. Therefore, San Francisco needs highrises.

Several times in recent years, we've set out to examine that argument — to determine, once and for all, whether more development really will lead to more jobs, especially for unemployed San Franciscans. The available evidence suggested otherwise. Most of the jobs, it appeared, were going to newcomers and commuters. But the evidence was sketchy and inconclusive. The Chamber couldn't prove its case, but we couldn't prove ours, either. The city had spent hundreds of

thousands of dollars on environmental and economic studies for the Downtown Plan, but somehow nobody had bothered to go after the data on job generation.

This fall, another issue of long-time concern to the Bay Guardian was heading for an election showdown. A group of small business owners had decided that the Downtown Plan did little or nothing to address their concerns, so they were organizing a campaign to form a Small Business Commission in the city. Small businesses, these merchants asserted, were responsible for the vast majority of the jobs in San Francisco — the headquarters companies in the downtown towers were laying off more people than they were hiring.

We believed them, but when we set out to write about it, we found that the merchants had no hard data, either.

Then in the course of our inquiries, we learned that an economist at the Massachusetts Institute of Technology had compiled an exhaustive set of data on job generation in major U.S. cities, including San Francisco. Professor David Birch had purchased his primary information from the Dun and Bradstreet Corp., a nationwide marketing agency that tracks year by year as many as 85% of the individual businesses in almost every major city and has perhaps the most complete, up-to-date business activity data base available anywhere in the country. Public and private development agencies in some 40 cities had commissioned Birch to study business activity in their region. San Francisco was not among them.

If San Francisco had a Small Business Commission (as it will if the voters approve Prop. B on Nov. 4th), or if the Chamber of Commerce were really interested in small business, this is the sort of information it might want to obtain. Since nobody in the city government or the Chamber seems terribly interested, we went ahead and commissioned a study. The results are political dynamite.

As this 19th Anniversary Issue shows, the Birch study undercuts the final remaining argument of the Chamber of Commerce/downtown development booster squad: that new highrise buildings mean new

jobs. Instead, it shows, virtually all of the new jobs are created by small businesses — businesses that, in many cases, can't afford to locate in new office towers. Businesses, in fact, that the highrise boom may well be driving out of town.

The Birch study arrived in our office just as the San Francisco Information Clearinghouse was finishing its own study of small business in the South of Market district — and just as Mayor Feinstein was proclaiming in her State of the City speech that downtown development "continues to create 10,000 new jobs a year." The SFIC study is based on first-hand information — surveys, interviews and intensive discussions with more than 30 small businesses and more than 50 other individuals and groups involved in South of Market planning and politics. It shows almost exactly what the Birch study shows: that small businesses create jobs, and that the highrise boom is forcing them out of town. We still aren't sure where Mayor Feinstein's figures come from — even her press secretary doesn't seem to know. But unless Birch's data is proven inaccurate — and so far, nobody has been able to do so — the mayor's statement is a long ways away from economic reality.

Which isn't all that surprising. If Birch is accurate, virtually everything Feinstein's City Planning Commission has done for at least three years is based on faulty information — including the Downtown Plan. In fact, Birch's study suggests that the Environmental Impact Report on the Downtown Plan is dead wrong, almost from page one.

The details are all in the stories that follow, but the basic message is this: The EIR assumes that new development will mean new jobs — that, in other words, the buildings under construction will fill up quickly as major downtown corporations expand their workforce. Almost everything else in the EIR — and every political argument in favor of the plan — starts off with that assumption. And our evidence, the first comprehensive study of its kind in San Francisco, suggests that assumption is fundamentally incorrect.

If nothing else, the Birch report underscores the need for a Small Business Commission in San Francisco. This is the sort of data that ought to have been compiled and made widely available long before the Board of Supervisors opened its debate on the Downtown Plan. And there is still plenty more to learn about the real state of San Francisco's business activity.

But we think the report does more than that. We think it shows beyond a reasonable doubt the basic inaccuracy of the entire EIR supporting the Downtown Plan and the entire political argument used to pass the plan. We think the Board of Supervisors should reopen hearings on the plan and demand that the City Planning Department justify its figures in the cold, clear light of dawn. If that doesn't happen, the city may have even bigger trouble: The EIR appears to be deeply deficient as a legal document, and if the supervisors won't act, a citizen lawsuit challenging the document is certainly indicated.

Meanwhile, Vote Yes on B — it's time the folks who keep the city working had someone working for them.

— Bruce B. Bruggmann and Tim Redmond

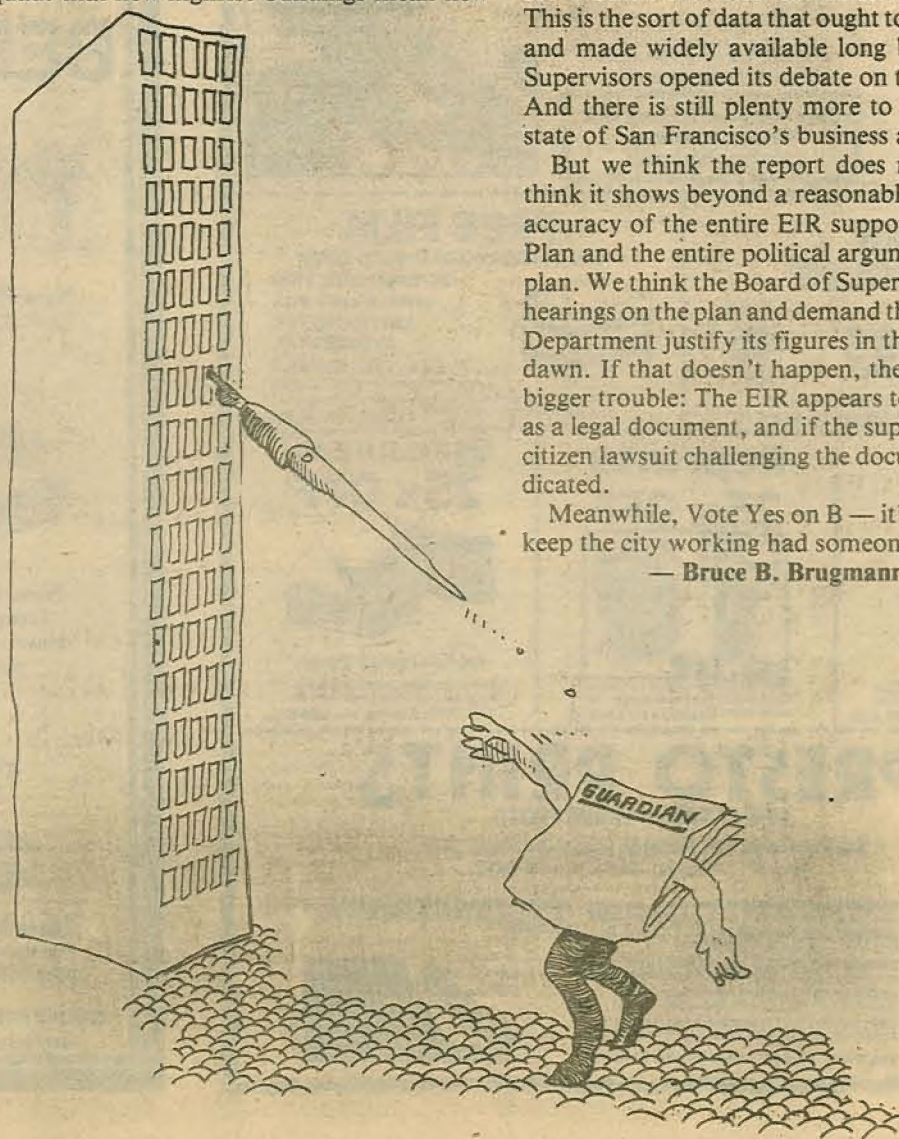
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## THE 19TH ANNIVERSARY TASK FORCE ON SMALL BUSINESS

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1971 GUARDIAN GRAPHIC BY LOUIS DUNN





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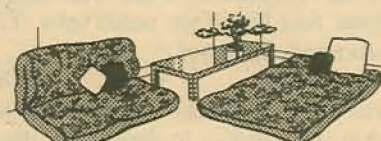
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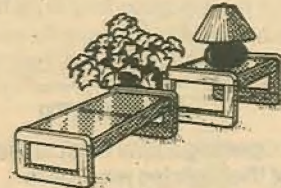
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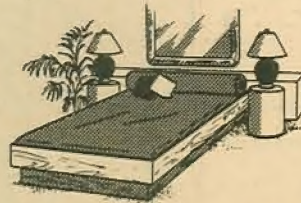
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# THE END OF THE HIGHRISE JOBS MYTH

**AN EXCLUSIVE BAY GUARDIAN STUDY  
CONTRADICTS THE KEY ASSUMPTION  
BEHIND CITY PLANNING POLICY:  
THAT MORE HIGHRISE BUILDINGS  
MEAN MORE JOBS**

BY TIM REDMOND  
AND DAVID GOLDSMITH

**S**mall, locally owned independent businesses were responsible for virtually all of the job growth in San Francisco between 1980 and 1984, while employment at major downtown corporations declined, a study commissioned by the Bay Guardian shows.

The study, by Massachusetts Institute of Technology economist David Birch, directly contradicts the fundamental economic assumption that has guided city planning policy for more than two decades: that downtown office development is the primary source of job growth and economic vitality in the city. In fact, the study suggests the opposite may be true: If the city's goal is job creation, further downtown office development may do more harm than good.

The report, which contains economic data never before compiled for San Francisco, raises serious questions about the accuracy of the economic projections used in almost every Environmental Impact Report the city has published in the past three years, including the EIR on the Downtown Plan.

Birch has emerged in the past five years as one of the leading experts on job generation in American cities. He has prepared reports for municipal agencies and private economic development groups in cities as diverse as Denver, Houston, Philadelphia, Seattle and St. Petersburg, Florida.

His study of job growth in San Francisco from 1972 to 1984 is based on computerized data from the U.S. Department of Commerce and the Dun and Bradstreet Corporation, a nationwide marketing and credit research firm that annually compiles first-hand information on some 85% of the companies doing business in San Francisco.

Birch ran the San Francisco data — amounting to more than 30,000 annual entries — through a computer program he has developed and refined over more than a decade of research.

The results are startling. From 1980 to 1984, the study shows, companies with fewer than 99 employees created 12,373 net new jobs in San Francisco, while firms with 100 or more employees posted a net loss of 6,107 jobs. The vast majority of the new jobs — 8,660 — were created by the smallest firms, those with 19 employees or less.

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GUARDIAN GRAPHIC BY ROBIN STEELE

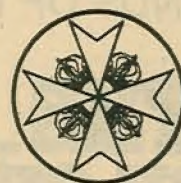
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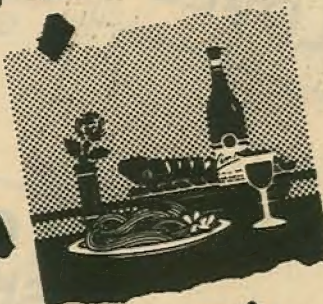
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## POLITICAL ALERTS

(OF HELP FOR SMALL BUSINESS AND  
BENEFITS FOR STEPHEN BINGHAM)

**Prop. B for Small Business:** San Francisco's small businesses, which were overlooked in the city's planning, promoting and passing of the Downtown Plan (see this issue's cover story, page 7), might not be so easily neglected by the city in the future. The owners of light manufacturing plants, restaurants, service firms and other small enterprises — businesses that have been responsible for nearly all the net job growth in San Francisco since 1980 — have banded together to promote a Nov. 5th ballot initiative calling for the creation of a nine-member Small Business Commission. According to initiative coordinator Malcolm Thornly, the proposed SEC would help force the city to reconsider the importance of small business, especially in the planning of San Francisco's economic future. Prop. B proponents need volunteers to distribute window signs to local merchants and residents and support for a campaign fundraiser **Tuesday/29**, 6-8 pm, Ramada Renaissance Hotel, 55 Cyril Magnin, SF. \$10. Info.: 282-3325.

**Flash from the Election Desk:** Yes, folks, as you may have gathered from the item above, on Nov. 5th you'll get another opportunity to exercise your basic democratic right to vote. As off-year elections generally attract abysmal turnouts, your vote could make a lot of difference in the important local ballot issues to be decided. As usual, on election day the Bay Guardian Election Desk (824-7660) will be open for questions about the issues. And on **Tuesday/29**, Election Action presents a public forum on five San Francisco ballot propositions with representatives of the National Organization for Women, the SF Democratic Party, the Peace & Freedom Party and the Humanist Party. 7:30-11 pm, State Building Auditorium, 350 McAllister, SF. Free. Info.: 864-8348.

**Watsonville Strike:** Since Sept. 12th, nearly 2,000 members of Teamster Local 912 have been picketing Watsonville Canning and Richard Shaw Frozen Foods, two of the largest frozen food packers in the U.S. The workers, who are mostly Chic-  
anas and Mexicanas, and protest-

ing dramatic wage cuts and benefit reductions at the two companies. The strike has won broad-based support from labor, student and community groups, just as the farmworker struggles did in the same area in the early 1970s. The Northern California Watsonville Strike Support Committee is organizing a trip to the site. Buses leave **Sunday/27** at 9 am from the corner of Bancroft and Telegraph, Berk. and 24th Street and Mission, SF. \$5 round trip, reservations required. Info: 775-0688. Also, the Support Committee holds weekly meetings each **Wednesday/** at 7:30 pm, Hotel and Restaurant Employees and Bartenders Union Local 2, 209 Golden Gate, SF.

**The Last One Home:** Attorney Stephen Bingham spent a decade in hiding after he was accused of smuggling a gun to Black Panther George Jackson in San Quentin. Jackson allegedly used the gun, which was registered to activist Angela Davis, in the 1971 escape attempt in which he was killed. In July 1984, Bingham resurfaced, claiming he was innocent of murder and conspiracy charges. Two benefits for his defense occur this week. On **Friday/25**, World Beat Bands **Big City** and **The Looters** play. 9 pm, The Farm, 1499 Potrero, SF. \$7. On **Sunday/27**, Angela Davis speaks on "Political Repression, 1985." 7:30 pm, La Pena Cultural Center, 3105 Shattuck, Berk. \$5-\$7. Info. for both events: 861-0202.

**The American Peace Test:** Supporters of a nuclear weapons freeze begin a month-long series of vigils and civil disobedience this weekend at the Nevada Test Site near Las Vegas, where all U.S. nuclear weapons are tested. The protesters hope to draw attention to next month's summit between the two leaders of the nuclear superpowers, Soviet Premier Mikhail Gorbachev and U.S. President Ronald Reagan. "Since Reagan rejected both the Soviet offer for a moratorium on weapons testing and a 50% reduction in existing weapons, the Freeze is attempting to arouse public support for these positive steps proposed by Gorbachev," write Northern California Freeze organizers

Barbara Wein and Charlene Tschirhart. People interested in traveling to the test site demonstration **Saturday/26** and **Sunday/27** may join in a caravan. Info.: 621-0858.

**Short takes: Saturday/26** — Former California Supreme Court Justice Frank Newman, constitutional lawyer Ann Fagan Ginger and World Bank expert Dr. Robert Girling join UC Berkeley Student Body Pres. Pedro Noguera and National Lawyers Guild Pres. Marc Van Hout in a forum on "Peace Law vs. The Militarists," sponsored by the Meiklejohn Civil Liberties Institute. 9 am-5:30 pm, Lewis Hall, room 100, UC Berkeley, Berk. \$5. Info.: 848-0599. . . . "Liberation Theology and the New Church in Central America," a colloquium sponsored by the Capp St. Foundation, combines workshops, songs and first-hand accounts of implementing the "gospel for the poor." 1:30 pm (workshops) and 7:30 pm (evening program), Lone Mountain College, 2800 Turk, SF. \$10 (all day); \$5 (evening only). Info.: 552-0860. . . . **Sunday/27** — Lee Schore, a former UAW shop steward and director of the Center for Working Life, continues Tale Spinners' Sunday matinee discussion of work, life and aging, following the performance of *Working*, the musical based on the book by Studs Terkel. 2 pm, San Francisco Repertory Theater, 4147 19th St., SF. \$8; \$5 union members. Info.: 776-8470. . . . **Wednesday/30** — The Labor Studies Project examines union organizing in the '80s. The discussion, coordinated by Jim Ryder from ILWU Local 6, focuses on workplace organizing and community and industry attitudes toward unions. 7 pm, New College of California, 777 Valencia, SF. Free. Info.: 626-1694. . . . **Thursday/31** — The World Beat band Zulu Spear plays at a benefit for the Emergency Response Network/Pledge of Resistance. All proceeds benefit the ERN's fight against U.S. intervention in Central America. Food and drink available. 8 pm, Women's Bldg., 3543 18th St., SF. \$6; \$5 advance (from Modern Times Bookstore and ERN and LAG offices). Info: 771-1276.

— Charles Heimler

## ON GUARD

continued from page 5

property, and are dependent on local employers and economic conditions for their livelihood.

The third group is formed by those now living as refugees either in camps or in urban areas in Gaza, the West Bank, Jordan, Syria and Lebanon. They are very poor, and have little hope of advancing their economic situation except through education and eventual emigration. This is the group that will benefit most directly from any land settlement.

The third group is the fastest-growing of the three. Moreover, the largest proportion of them is now living in Israeli-occupied territory. Of all the three groups, these Palestinians have the least mobility and the least opportunity to advance their for-

tunes through their individual efforts.

### Clear scenario

Given this scenario, the future course of the Palestinian situation is clear. Young, frustrated Sephardim recruited by the Israeli right will increasingly be pitted against young, frustrated Palestinians recruited by Palestinian extremists. As violence increases and the Israeli and Palestinians age, more and more of those who espouse moderation will disappear from the scene through emigration or old age.

Because of this, there may be only a limited amount of time left for advocates of peaceful negotiations before their base of support in both communities becomes completely eroded. If the United States and other world powers are interested in pro-

moting peace, they should realize that the window of opportunity for these negotiations is growing ever narrower. If some measures are not taken soon to bring about direct talks between Israel and the Palestinian community, there may be no one left on either side interested in talking.

— William O. Beeman  
Pacific News Service

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## 19TH ANNIVERSARY SPECIAL SMALL BUSINESSES: THE JOB GENERATORS

continued from page 9

Job growth by young firms far outstripped that of older ones for the study period. Companies less than four years old had a net gain of 30,597 jobs, while firms 12 years or older showed a loss of 13,382.

Overall, the data shows, the city's employment base has grown only slightly since 1980, with most of the growth concentrated in a few service industries. In fact, Birch reports, the city's overall job growth peaked in the years between 1972 and 1976; since then, the growth rate has fallen steadily (see box, page 13).

A Bay Guardian survey of the city's 15 largest companies confirms that they are cutting back on employment. The 12 firms willing to provide information on their San Francisco employment had a combined 5.9% loss in jobs in the past two years alone.

### The state of the city

The economic picture of San Francisco in Birch's study is very different from that described time and again over the past year by Mayor Dianne Feinstein, Planning Director Dean Macris, the Chamber of Commerce, Central Labor Council President Walter Johnson, most of the city's supervisors and both daily newspapers.

Just two weeks ago, in her Oct. 7th State of the City speech, Feinstein said that the city's economy "remains vibrant and healthy . . . largely thanks to the fact that our downtown has continued to generate at least 10,000 new jobs each year." The San Francisco Chronicle repeated the mayor's 10,000-jobs-a-year statistic without challenge in an Oct. 9th editorial praising her economic policies.

Supervisor Carol Ruth Silver, in a column published in October by the Chamber of Commerce magazine, *San Francisco Business*, said that the Downtown Plan should have been named "The Limit Job Growth Ordinance." The legislation, she wrote, will "cut back by more than 50% the rate of creation of new jobs in San Francisco." This month, Johnson, the city's top labor official, added his voice to the chorus praising office

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## South of Market small business feels the squeeze: A new SFIC report

Rising land cost associated with the downtown office boom is the major threat to small businesses in the South of Market district, a new study prepared by the San Francisco Information Clearinghouse shows.

The study also finds that the Downtown Plan "makes no special provisions for assisting or protecting existing small businesses," and that there is no coordinated small business assistance plan for the City of San Francisco.

Small business operators interviewed for the study said they expect that continued office development will drive out light industrial and manufacturing firms, artists and small business support services — the types of businesses that create most of the new jobs in San Francisco (see main story).

The interviewees "repeatedly stated that they felt 'powerless' to overcome the development pressure that confronts them and complained that there was no agency of local government advocating for them," the study reports.

The study was part of a settlement with several major office developers negotiated by San Franciscans for Reasonable Growth. SFRG had sued the developers and the city, claiming Environmental Impact Reports on new office buildings were inaccurate and deficient.

Among other things, the settlement required the developers to pay for an in-depth report on the problems facing small businesses in the South of Market district, where much of the new office development envisioned in the Downtown Plan will go.

The San Francisco Information Clearing House, a nonprofit community research group, released a 138-page draft of the study to the Bay Guardian earlier this month. The results are based on a survey of small businesses, extensive interviews and "focus group" discussions with more than 50 individuals and organizations — from real estate brokers to neighborhood associations — involved in South of Market planning issues.

The report suggests that while the office development boom of recent years is bringing down rents in first-class downtown buildings, it has forced higher rents in retail, industrial and warehouse space. One commercial real estate broker is quoted in the report as saying his firm has a backlog of 50 firms seeking low-cost industrial space. The skyrocketing rents, this broker says, "will choke off small business service enterprises necessary to meet downtown needs."

Most of the small businesses surveyed said they probably would fold if forced to move to a downtown office building.

— T.R.



development. In a ballot argument against Prop. F, which would impose a three-year limit on highrise growth, Johnson stated that "San Francisco's one source of new jobs is work in downtown offices."

### Downtown scam

Those statements share the common assumption that continued office construction will create large numbers of job opportunities — and that any attempt to limit new construction would stifle job creation. Of course, new buildings in and of themselves don't create jobs for anyone except construction workers, and those jobs are not permanent. So the "Downtown creates jobs" argument involves a further assumption: that employers are looking to expand the size of their downtown office staff — and that developers are responding to that demand for new office space by building new highrises.

"It is important to understand," the Environmental Impact Report on the Downtown Plan states, "that the forecasting methodology [used in the report] follows the logic that space is built to accommodate employment growth." Of course, it follows from that logic that a huge increase in building permit applications is evidence of a strong demand for new office space — and thus of an expanding downtown workforce.

Almost everybody in the city now concedes publicly that the office building boom has had tangible negative effects on San Francisco: traffic congestion, soaring housing costs, overcrowded transit systems, and the loss of open space and historic architectural resources, among other things. However, during discussion on the Downtown Plan, city officials and Chamber leaders argued that the office boom must be allowed to continue without severe limitations. Sure, they said, there are costs involved — but those are

costs we simply have to pay. Parks, buses and clean air are nice, but job growth is essential to prevent the city from total economic collapse. And unless we let the buildings go up, we can't create jobs.

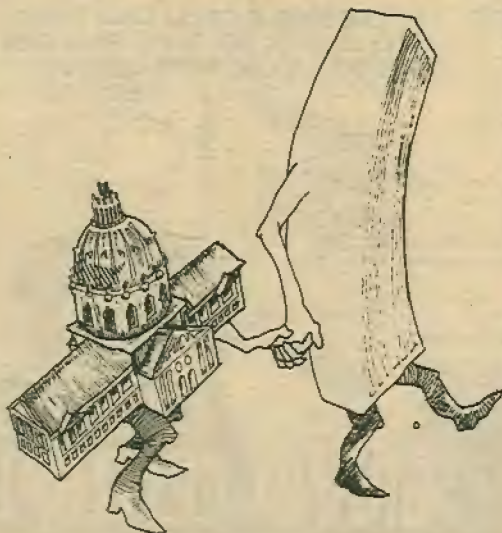
The problem is, neither the city nor the Chamber has any hard data to back up their claims. The only data they do have is incomplete and badly out of date (see sidebar). And neither of their arguments takes into account a well-documented change taking place in the commercial real estate market nationwide in the past five years.

### More buildings, fewer jobs

The Downtown Plan EIR projects that most of the job growth will occur in the headquarters offices in the "manufacturing, mining, finance, insurance and similar companies." It states that, "Continued expansion of headquarters operations supports growth in the office sector."

Even the Chamber of Commerce doesn't buy that argument. The Chamber acknowledges publicly that

LOUIS DUNN GRAPHIC FOR THE 1971 BAY GUARDIAN BOOK.  
"THE ULTIMATE HIGHRISE."



Fortune 500 headquarters companies are not creating many new jobs these days. But Chamber leaders still cling to the concept that job growth is driving the commercial office boom. Smaller businesses are creating most of the jobs, Chamber Executive Director John Jacobs wrote in the June 1985 issue of *San Francisco Business*, "and their need for office space [has] resulted in continued downtown construction."

Birch's report shows overall employment growth figures for the 1970s that are roughly similar to those reported by the City Planning Department and the Chamber. During that period, the data shows, major downtown corporations expanded their operations and hired thousands of new employees, many of whom now work in the millions of square feet of office space constructed in that decade.

But the Birch report also suggests that, in general, job growth and growth in new office space are inversely related — in other words, the report shows, job growth seems to increase the fastest during periods when office construction is growing the least (see chart, page 25).

More importantly, the report shows that over the past four years, the rapid rise in highrise construction has not been associated with a new round of job growth, but rather has occurred at a time when the city's overall employment growth is at its lowest level in more than ten years. In the 1980s, it's clear, the highrise boom is simply not creating jobs.

According to Birch, the explanation for that phenomenon is fairly obvious — and generally consistent with the results of his studies elsewhere in the country. The companies that are most likely to fill new office space — corporate headquarters and large, established firms in areas like finance, insurance and real estate — showed a net job loss over the past four years. The job growth is taking place almost exclusively in firms that can't afford the \$35 a square foot rents that are standard in new commercial buildings.

continued next page

## THE DAVID BIRCH/BAY GUARDIAN STUDY: SUMMARIZING THE RESULTS

### Compound Annual Growth Rate

Period	U.S.	San Francisco	Difference
1972-76	1.8	4.1	2.3
1976-80	4.5	2.2	-2.3
1980-82	-0.4	-1.4	-1.0
1982-85	2.5	n.a.	n.a.

### Leading job generators by sector, 1972-1982

Sector	Net New Jobs Created
Heavy Construction	20018
Business Services	15122
Eating & Drinking Places	9978
Health Services	9176
Banking	8828
Legal Services	6751
Miscellaneous Services	5716
Communications	4389
Credit Agencies	3621
Utilities	3484

### Least effective job generators by sector, 1971-1982

Sector	Net New Jobs Created
Wholesale-Durables	-7533
Insurance Carriers	-6718
Food Products Mfg.	-4540
Membership Organizations	-4213
Air Transport	-3355
Fabricated Metal Products	-2589
Local & Interurban Transit	-1917
General Contractors	-1861
Retail Automotive	-1597
Gen. Merchandise Stores	-1204

Other than heavy construction (stemming, of course, from the downtown highrise boom), the largest contributors to the city's employment growth were in the service sector. The greatest job losses occurred in the wholesale-durables sector and the insurance industry.

Birch used data from the U.S. Department of Commerce for the 1972-82 period. He focused most intensively, however, on the years between 1980 and 1984. For that period, he relied exclusively on data from the Dun and Bradstreet Corporation, a marketing research firm that had collected first-hand survey information from roughly 85% of the businesses in San Francisco.

Since 1980, Birch found, the only net job creation occurred at firms with fewer than 99 employees, most of it at firms with fewer than 19 employees. Equally interesting is the fact that all of the net job growth occurred at firms 0-4 years of age. (The

age data is somewhat less precise, Birch said, because age data wasn't available for a significant number of firms.)

Since most of the job growth occurred in rapidly growing establishments, Birch also analyzed which types of firms in San Francisco grew rapidly between 1980 and 1984. His conclusion: The rapidly growing firms were largely small and almost entirely locally owned.

The Dun and Bradstreet data, Birch said, generally have been consistent with the Commerce Department's County Business Patterns, one of the leading sources of historic economic data. County Business Patterns, however, doesn't provide detailed information on firm size, age and ownership — in fact, Birch said that as far as he is aware, the D&B database is the only reliable source of such information available in the country today.

### Job generation by age of firm, 1980-1984

Age	Net Jobs Created	Percent Net Job Change
0-4	30597	88.6%
5-8	-8315	-30.4
9-11	-4106	-19.0
12+	-13382	-9.4
Unknown	1064	1.6
TOTALS	5858	2.0

### Job generation by firm size, 1980-1984

Employment Size	No. Rapidly Growing Establishments	Percent of Rapidly Growing Establishments
0-19	291	51.1%
20-99	128	22.5
100-499	57	10.0
500+	82	14.4
Unknown	12	2.1
TOTALS	570	100.0

### Number of rapidly growing firms by size, 1980-1984

Ownership	Percent of Rapidly Growing Establishments
Independent Firm	52.5%
Subsidiary	2.8
Headquarters of Firm	28.1
Branch of Local Firm	2.8
Branch of Non-local Firm	13.9
TOTALS	100.0

### Number of rapidly growing firms by ownership, 1980-1984

Employment Size	Net Jobs Created	Percent Net Job Change
0-19	8660	18.3%
20-99	3713	7.1
100-499	-2367	-4.8
500+	-3740	-2.7
Unknown	-1391	-15.4
TOTALS	4874	1.6

The above charts contain the main summary results of David Birch's study on job generation in San Francisco. "Overall, these data portray San Francisco as being a mature, yet entrepreneurial economy," Susan J. MacCracken, Birch's research and analysis director, explained in a letter outlining the study's results.

"Unlike the burgeoning 'Sunbelt' cities, most of whose growth peaked in the late Seventies/early Eighties,

San Francisco showed its largest [job] gain between 1972 and 1976," MacCracken added. She said the city "depended exclusively on locally controlled firms for its net job creation, thereby indicating high levels of entrepreneurial activity."

Specifically, the study shows, San Francisco lagged behind the U.S. economy as a whole for most of the study period — the only exception being the period between 1972 and 1976.



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## 19TH ANNIVERSARY SPECIAL SMALL BUSINESSES: THE JOB GENERATORS



continued from previous page

"You can't create jobs by building new, high-rent offices that appeal overwhelmingly to a section of the economy that is declining," he explained in an interview on the results of his work. "The firms that are growing and expanding can't afford to pay \$35 a square foot for office space, so a lot of those buildings will end up vacant."

### Off limits

Birch's study examines San Francisco only as a whole, it doesn't break the data down geographically. However, interviews with local small business owners and business consultants tend to confirm Birch's analysis. Harris Loeser, a small business broker with Vanderhorst Business Brokers in San Mateo, told the Bay Guardian that downtown office space is "off limits" to many small businesses. "A lot of small businesses are leaving downtown SF because the cost of office space is prohibitive," Loeser said.

In Seattle, a recent survey of 1,100 firms conducted by the regional economic development authority also supports the contention that young, rapidly growing companies have little use for first-class downtown office space. Like San Francisco, Seattle has seen a dramatic increase in its central business district office space — office space has nearly doubled over the past five years. But the survey shows that most of the businesses based in the area of rapid office expansion are the companies showing little or no employment growth—those with more than 100 employees that have been in business more than ten years.

On the other hand, the study showed, in the low-rise industrial areas on the periphery of downtown, a full 25% of the businesses fit the profile of the firms most likely to generate new jobs in the city — small, independent ventures that were not in existence five years ago.

"In San Francisco, I suspect you'll find a similar trend," Erik Johnsen, executive director of the Central Puget Sound Economic Development District, told the Bay Guardian. "The firms that are creating all the real job growth in Seattle apparently don't have much reason to move into the new 50-story buildings."

### The bulldozer effect

New construction inevitably involves demolition of older buildings. As the Financial District expands south of Market under the Downtown Plan's new zoning rules, many of the older buildings that will face demolition are places that currently offer low-rent space. When that happens, a new study by the San Francisco Information Clearinghouse demonstrates, dozens of small businesses — and, potentially, hundreds of jobs — may be forced out of the city. The study, released to the Bay Guardian this month, suggests that many of the companies located in South of Market buildings anticipate that they won't be able to afford to relocate in a new highrise building (see sidebar, page 12).

"The primary concern of the small business operators interviewed [for the study] was the lack of space available and suitable for their needs," the report states. "Small business interviewees generally felt that they were 'location sensitive' and relocation out of the area was not seen as an available option for them." The study says that 57% of the businesses surveyed felt they could not relocate in a new commercial office building — "the only option for relocation given them in the Downtown Plan."

continued page 22

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# Halloween '85

## Thirty-five events and 16 places to enhance your Halloween holiday

All Hallows Eve often becomes a week-long celebration in the city that loves to dress up and flaunt it. Crisp fall evenings spent collecting candy corn and homemade goodies that were safe to eat, armed with rotten eggs and toilet paper for impromptu mischief, are long ago and far away. Halloween traditions are constantly shifting to reflect current social trends. In the Bay Area, trick or treating means making any one of a number of scenes and partying till you drop. But in addition to wild parties, we've unearthed some tamer, more thoughtful events: This year's Halloween compendium is designed to help you make the most of whatever form of celebration you choose.

### CURRENT FASHION TRENDS

Some would say living amidst the Bay Area's tolerant mores and freedom of expression makes every day a costume party. But Halloween is something different altogether: Whether you call it magic or mayhem, the streets of San Francisco abound with the ghoulish and the grotesque, the glamorous and the glitzy. The costume may be the first thing you see, but it isn't the only thing — you need makeup too to be fully costumed. And whether we're toying with the juxtaposition of grace and gore or acting out deep-seated fears of an endangered future, the makeup available this year suggests that our fascination with the gruesome has grown monstrously in recent years. In addition to glitter creams and clown makeup, there are special effect bruise kits for the latest in black eyes. For the Halloween look that requires decaying flesh or radiation burns, you can purchase gel skin kits, and for would-be Rambo's, military camouflage kits.

Chuck Hilbert, local makeup designer and manager of California Theatrical Supply's retail store on Polk, says that his store "sells what the public is asking for." According to Hilbert, a self-proclaimed gore specialist, the public is asking for blood and guts. He notes that "at least 70% of the people coming in are asking about gore effects. There really is a morbid fascination with the grotesque . . . People are surrounded by violence and fear in the news," observes Hilbert, "and maybe they

feel they can control it by doing it first."

Another explanation is that the thirst for blood and gore is simply a trend inspired by such Hollywood productions as *Re-Animator* and *Fright Night*. Hilbert notes that "a few years ago, people were glitter- and fantasy-oriented — they wanted the space creature look. Now, they're turning around to vampires, ghouls, grotesqueries."

### MAKING-UP

If you'd like to follow the trends mentioned above, or have your heart set on being Blinky the Clown for one more year, consult the experts at one of the theatrical makeup suppliers we've listed below. Most of these stores carry full lines of theatrical makeup and a variety of masks, wigs and accessories. They are also great sources of ideas and inspiration.

#### SAN FRANCISCO

**Bob Mandell's Costume Shop:** \$30 and selling fast. Mon.-Fri., 10am-8pm; Sat., 10am-7pm; Sun., noon-5pm. 1135 Mission, 863-7755.

**Beauty Store:** Variety of special makeup, disguise consultation. Call for hours. 3600 16th St., 861-2019; 4 Embarcadero Center, 982-5599; 2124 Fillmore, 346-2511; 2359 Chestnut, 922-2526.

**California Theatrical Supply:** Selection of makeup, masks, special effects and "how-to" books. Mon.-Fri., 10am-6pm; Sat., 10am-5:30pm. 747 Polk, 928-5824.

**Cathexis Unique Gifts:** Variety of makeup, masks and accessories. Mon.-Fri., 11am-7pm; Sat., 10am-6pm; Sun., noon-6pm. 3927 24th St., 648-2414.

**Colorcrane Arts & Copy Center:** Antique face masks, space makeup, face crayons, variety of accessories and wigs. Mon.-Fri., 9am-6:30pm; Sat., 9am-6pm; Sun., noon-5pm. 3957 24th St., 285-1387.

**Dance Art Co.:** Full line of dancewear, glamor makeup and a variety of masks. Mon.-Fri., 9:30am-5:55pm; Sat., 9:30am-5:25pm. 1217 Sutter, 673-8836.

**Footlight Shops of San Francisco:** Halloween makeup by appointment (\$10-\$25), rental masks. Mon.-Sat., 10am-7:30pm. 126 Post, second floor, 421-6663.

**Gilded Age:** Grease paints, wigs, accessories and an exclusive line of feather masks and jewelry. Mon.-Sat., 10am-9pm; Sun. 11am-7pm. 450 Castro, 621-0609.

**Hansen-Fontana Hair Goods Inc.:** Full line of wigs, hairpieces, beards, sideburns, eyelashes from the average to the outrageous. Tues.-Sat., 9am-6pm. 230 Powell, 982-6934.

**Headlines:** Specializes in the glamorous and outrageous. Full range of wigs, intricate feather masks from \$40-\$200, assorted false eyelashes. Sun.-Thurs., 10am-9pm; Fri. & Sat., 10am-11pm. 549 Castro, 626-8061; 1217 Polk, 776-4466.

**House of Magic:** Blood and gore specialists. Special items include bullet holes, instant scars, back-from-the-grave masks and masks with movable chins. Daily, 10am-6pm (until 8pm through Halloween). 2025 Chestnut, 346-2218.

**Human Head Renovation:** Theatre makeup, body paints, foil wigs, variety of lipstick shades. Mon.-Sat., 10:30am-6pm (10:30am-9pm on Halloween) 1576 Haight, 431-7340.

**Toppers Hat Shoppe:** Wide range of classical face masks including Laurel & Hardy, Bob Hope, Richard Nixon. Standard theatrical makeup, accessories and "a hat for every face." Mon.-Sat., 10:30am-9pm; call for Halloween hours. 2800 Leavenworth, 776-1004.

#### EAST BAY

**Act. One:** Variety of standard theatrical makeup, masks, wigs and accessories. Mon.-Fri., 10:30am-9pm; Sat., 10:30am-9pm. 1530 MacArthur, Oakl., 530-4141.

**Capezio:** Full line of dancewear and variety of face masks ranging from basic to fantasy. Mon.-Sat., 10am-6pm; Sun., 1-5pm. 5900 College, Oakl. 655-3608.

**Kimono My House:** Geisha get-ups and a full line of samurai accessories. Wed.-Sat., 11am-6pm. 1424 62nd St., Emeryville, 654-4627.

**Stagecraft Studios:** Wide range of masks, including half-masks, character, animal, clear and mime masks. Mon.-Sat., 10am-5:30pm; Sun., 11am-5pm. (Closed Sun. and Mon. after Halloween.) 1854 Alcatraz, Berk., 653-4424.

### BUBBLE, BUBBLE...

Cloaked in black, topped with a pointy hat, black cat in tow, the witch astride her broomstick has endured as a central symbol of Halloween. There's much more to witchcraft than Halloween images, of course. But if mythic images is what you're after, you'll need more than a black hat and a broomstick. According to folklorist Tristram Potter Coffin in *The Female Hero in Folklore and Legend*, the complete costume requires a magic wand made of hazel (witch hazel, of course), a set of extra-long eyelashes and a hidden birthmark. Once properly outfitted, you're advised to stay out of churches



Chuck Hilbert, manager of California Theatrical Supply, poses with a couple of latex pails.

and to avoid all contact with silver objects. If you happen to pass a broom, you will be compelled to count its straws. Finally, the well-armed witch wouldn't go anywhere without her magic flying ointment. When applied to the skin, this secret potion confuses the mind and produces the sensation of flight. With potion in hand, you'll not only have a shot at "best costume," you'll probably win "most popular" as well.

### THE LOCAL SCENE

The passing show can best be seen in San Francisco on Polk and Castro streets, where the bar crowds, in full regalia, eventually spill out into the street. Driving to either area will be next to impossible, parking will be a ridiculous proposition and the street may be closed by the time you get there. In the face of these logistic problems, public transit seems a sane alternative. Muni plans to put extra buses in service to handle the revellers (673-6864 for scheduling information). BART will not increase its service, which will end on schedule at midnight, but are showing their civic spirit by having costumed employees passing out candy in the stations.

### EVENTS

Whether you want to be politically correct or just naked and cavorting this

Halloween season, there's something for you in our selected list. For even more events, check the listings in *After Dark*.

#### FRI., OCT. 25th:

**Halloween Literary Salon.** The Feminist Writers' Guild invites women to wear costumes and read their eeriest work at this "bewitching" soiree. 7-10 pm. Free. 1274 Guerrero, SF. 550-6947.

#### SAT., OCT. 26th:

**Beaux Arts Ball.** The third annual benefit for the Architecture and Design Department of the San Francisco Museum of Modern Art begins with a sit-down, black-tie dinner at the museum followed by a costumed gala at the City Hall Rotunda. Dancing and entertainment by Zasu Pitts Memorial Orchestra, the San Francisco Tap Troupe, Nicholas, Glover and Wray, and Ernie Heckscher & His Orchestra. Cocktails, 7pm; dinner, 8pm; ball, 9pm-2am. Ball, \$50; with dinner and cocktails, \$200 (available in advance only). SF Museum of Modern Art, Van Ness at McAllister, SF; City Hall, 400 Van Ness, SF. 392-4400 or 863-8800 ext 252.

**The Black Party.** "Future Shock" is the theme of the eighth annual fall bash at the Trocadero Transfer. Festivities include a 17-foot day-glo robot and current dance music supplied by Bay Area DJ Ralph Zepeda. Costumes encouraged. 10pm-dawn. \$15. 520 4th St., SF. 495-6620.

**Bride of Frankenstein.** An evening of dancing and cavorting with special guest Divine. A lit runway is provided for the costume competition (many \$500 prize categories), which climaxes when lovely "bride" Divine chooses a groom. 9pm-dawn. \$20/advance; \$25/door. Gift-center Pavilion, 888 Brannan, SF. 861-7733.

**Carnival.** A Latin theme prevails at this event, which features dancing to recorded music, \$2,500 in cash prizes for the best costumes and special guest Napata Mero (Beach Blanket Babylon's Diana Ross). You will be able to purchase your very own video recording of the evening in December, promoters assure us, so dress memorably. A portion of the proceeds will be contributed to AIDS charities. 10pm-dawn. \$20. Galleria, 101 Henry Adams, SF. 621-6450.

**Fillmore Fest.** A Halloween street fair featuring street entertainers, the Gaylord Birch Quartet with Larry Snyder, face painting, food booths and costume contests for both humans and pets. Proceeds go to the Kevin Collins Foundation. Noon-4pm. Free. Fillmore between Jackson and California, SF. 931-2815.

**Pre-Halloween Bazaar.** Live music by the Unreal Band at this benefit bazaar for the New School of Berkeley's scholarship fund. Sale items include handmade Halloween costumes and masks, baked goods, rummage and books. Face-painting, games and a haunted house attraction for the kids. Donations of sale items are tax deductible. 10am-4pm. Free. 1606 Bonita, Berk. 548-9165.

**Sixth Annual Exotic Erotic Halloween Ball.** A hallowed tradition in San Francisco, this down and dirty event is quite possibly the most outrageous in the city. Wear (or don't — official word is "clothing optional") your most eccentric costume and gyrate to the sounds of the Freaky Executives, Pride & Joy and Mojo. Also features Brazilian dance group Escola Nova de Samba, \$1,000-prize costume contest and psychedelic light show. A portion of the proceeds go to the Mayor's Fund for the Homeless and LiveAID. 8pm-2am. \$15/advance; \$20/door. Concourse Pavilion, 8th St. at Brannan, SF. 775-6672.

continued next page

This Bay Guardian compendium was compiled by Marna Graham, with the assistance of: Jim Curtright, Eileen Ecklund, Jean Field and Barbara Shore.



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*City Limits*

continued from previous page

**Weird Beat Festival/Conspiracy Halloween Party:** Come dressed as your favorite conspiracy theory and catch the latest in "Weird Beat" music. Featured performers: The Artichokes ("jazzy art-damaged music"), the Fabulous Davitons ("named after an obscure Sunset district merchant") and Poetic Justice ("poetry and multi-media electronics"). 8:30 pm-2 am. \$4.50; \$3.50 with costume. Club Foot, 2520 3rd St., SF. 566-3646.

**Witches Ball.** The Bay Area Pagan Community presents an evening of ritual music and costumed revelry with light-shows, fortune tellers, belly dancers, seances, food and craft booths and music of all sorts. 5 pm-1 am. \$10/door; \$7/advance. Veteran's Memorial Hall, 1931 Center, Berk. 527-2855.

**SUN., OCT. 27th:**

**Day of the Dead Celebration.** A Halloween festival to honor the memory of departed friends, loved ones and personal heroes in the spirit of the Latin American "Dia de los Muertos." This outdoor event features live entertainment, food, crafts and games booths, children's costume contest, World Beat cabaret. Benefits the San Francisco Firefighters' Christmas Toy Program and St. Anthony's Dining Room. 10 am-6 pm. Cabaret admission \$3 plus food, toy or clothing donation. The Farm and Potrero del Sol Park, 1499 Potrero (at Army), SF. 822-2256 or 641-7539.

**Halloween Party.** Emcees Dirk Dirksen, Wavy Gravy and Margo St. James host a combination rally for Proposition G (the Marijuana Initiative) and costume contest. Dennis Peron, J. Tony Serra, Pebbles Trippet and others speak on the effort to legalize private adult use of marijuana. Mapezi, Necropolis of Love, Special Forces, Black Athletes, Sisters of Perpetual Indulgence, Blackberry and Sidewinder perform. Noon-6

pm. Free. Civic Center, Polk and McAllister, SF. 864-8348.

**MON., OCT. 28th:**

**Guitar Center Halloween Bash.** East Bay musicians' community rallies for Halloween with live music and a costume contest. 8 pm-2 am. Free tickets at Oakland Guitar Center, 1801 San Pablo, Oakl. 444-7625. Party at Old Warehouse Cabaret, 577 18th St., Oakl. 268-0591.

**TUES., OCT. 29th:**

**Theosomorphia: Excerpts From the Life of a Vampire.** A collage of music, performance theatre and film by Julifer de Winter and live cello music by Linzi A. Also, two film classics, *Salome* and *The Cabinet of Dr. Caligari*. 8 pm. \$1. SF Art Institute Auditorium, 800 Chestnut, SF. 552-3156.

**WED., OCT. 30th:**

**Rock and Roll Halloween Party.** Masquerade ball with live music by Flying Color, Runner and others. 9 pm-2 am. \$5. Old Warehouse Cabaret, 577 18th St., Oakl. 268-0591.

**Us Girls Halloween Party.** Women's dance party featuring rapper Dominique Baraka hosting an evening of multi-cultural dance music. Local theater personality Rhea invokes the spirits of the Goddesses of Halloween. \$100 prize for best costume. 8 pm-3 am. \$7; \$6 with costume. Trocadero Transfer, 4th St. and Bryant, SF. 550-8830.

**THURS., OCT. 31st:**

**Faultline Halloween Comedy Show.** Improvisational Halloween skits and tales, performed by local comedy group Faultline. 8:30-10 pm. \$5. LIPPS, 201 9th St., SF. 668-9769.

**Halloween: A Gay Affair.** Lesbians and Gays Against Intervention present *Dark Side of the Moon*, a one-act Mexican gay play with Juan Jacobo Hernandez, comedy with Marga Gomez and Monica Palacios and music by singer/songwriter Mario Rivas. *Dark Side of the Moon*, 8 pm; dancing, 10:30 pm-1 am. Dance, \$2; show and dance, \$7. Valencia Rose, 766 Valencia, SF. 863-3863.

**Halloween at the Farm.** Join Maxine Howard at this benefit for The Farm. 9 pm-1:30 am. \$6. 1499 Potrero, SF. 826-4290.

**Halloween Masquerade Dance.** A benefit for Shades of Gray, a nonprofit journal of semiotics, featuring entertainment by Vicious Hippies, McGuire, Blue Movie and Frank Moore and a speech on semiotics and art. 6 pm-midnight. \$5; \$3 with costume. La Pena, 3105 Shattuck, Berk. 486-0170.

**The Horror of It All:** If your idea of a swell Halloween involves holding up in your living room, this KQED one-hour special devoted to great horror films of the past could be just the holiday connection you're after. Hosted by Jose Ferrer. 11 pm-midnight, KQED Channel 9. 864-2000.

**Night of Hell:** A masquerade ball presented by New Generic features performers D.D. Downer, Science Project, Neil Stewart, a "video horrorshow" of clips from classic and contemporary horror films, live DJ and prizes for costumes. 10 pm-2 am. \$5. Martin Weber Gallery, 220 8th St., SF. 558-8112.

**Oasis Halloween Extravaganza.** Groove to the tunes of the Motophones motown review at this "Munster"-theme party. 8 pm-2 am, two shows. \$7. 11th St. and Folsom, SF. 621-8119.

**Old Warehouse Cabaret Masquerade Ball.** Bring your favorite vampire and rock to music by Billy Satellite and Headroom. Prizes for best costumes. 9 pm-2 am. \$12.50; \$20/couple. 577 18th St., Oakl. 268-0591.

**Too Much Fun's Halloween Party:** Live original music by Too Much Fun and a performance by the Najem Nauarr Dance Ensemble. Judged costume contest features prizes for most original, most common and most demonic get-up. 10 pm-2 am. \$5; \$3 with costume. 16th Note, 3160 16th St., SF. 552-5834.

**Trocadero Halloween Party:** DJ spins current hits for dancing. Patrons are encouraged to come in costume. 10 pm-dawn. \$5. Trocadero Transfer, 520 4th St., SF. 495-6620. □

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## KIDSTUFF

Trick-or-treating seems to have gone the way of quilting bees and Christmas caroling — it just isn't done these days. Allowing young children to wander the streets unaccompanied, knocking on the doors of friends and strangers alike, has become a foolhardy prospect. Over the years, Halloween tales of witches, ghouls and goblins have yielded to all-too-real horror stories about arsenic in candy and razor blades concealed in apples.

In response, children's Halloween festivities are increasingly structured events often sponsored by municipalities, police departments and the like.

To die-hard trick-or-treaters, local police departments issue yearly safety messages. The SF Police Department urges a limited and deliberate form of trick-or-treating. They advise that young children be accompanied by a responsible adult and that visits be confined to the homes of known residents in the immediate neighborhood during daylight hours. Parents are further advised to ask children not to eat any treat before it has been examined by a responsible adult.

The SFPD also urges pedestrians to follow standard safety guidelines. On the street, an important form of protection is visibility. Halloween costumes should be

light in color, non-flammable and short enough to prevent tripping. Holes in masks should allow children to see well. Children who carry flashlights are not only able to see better, they are more visible to motorists and other pedestrians.

In the East Bay, the Berkeley Safe Neighborhoods Committee, the Berkeley Young Adults Project and the Police Department, among others, are sponsoring a city-wide party for kids ages three through twelve (see accompanying listings). According to Linda Scott-Davis, president of the committee, volunteers planned this free event as an alternative to trick-or-treating for younger children. She noted that Berkeley streets are no longer loaded with young children going door-to-door but with "older kids who can

fend for themselves."

Faced with a shortage of volunteers, the Oakland Police Officers Association will not provide its "Pumpkin Patrol" this year. According to Harland Goodson, a member of the OPOA Board of Directors, the program placed volunteer officers and civilians on the street and in firehouses as Halloween safety monitors. This is the first year since the program's inception four years ago that there have not been a sufficient number of volunteers. Goodson and the OPOA hope this is only a one-year setback and plan to recruit sufficient Pumpkin Patrollers in time for Halloween '86. For more information on the program call 834-9670.

## STORYTIME

If ghost stories send a few too many chills down those little spines, our list of recently released Halloween books for kids, courtesy of the Children's Room at the San Francisco Public Library, should provide the spirit of the season without the sleepless nights.

**It Hardly Seems Like Halloween.** By David S. Rose. Lothrop, Lee & Shepard, 1983.  
**Little Witch's Big Night.** By Deborah Hautzig. Random House, 1984.

**Sir William and the Pumpkin Monster.** By Margery Cuyler. Holt, Rinehart, Winston, 1984.  
**Space Case.** By Edward Marshall. Dial Press, 1980.  
**Susannah and the Poison Green Halloween.** By Patricia Elmore. E.P. Dutton, 1982.  
**That Terrible Halloween Night.** By James Stevenson. Greenwillow Books, 1980.

## HALLOWEEN HAPPENINGS

### SAN FRANCISCO

**Costume Parade, Contest and UNICEF Fair at the Cannery.** Children ages 12 and under are awarded prizes from Cannery merchants for most original, most beautiful and most frightening costume and "littlest ghoul." Entertainment provided by The American Dream Juggling Machine and Silent Sam the Mime. Special guests and treats for all kids. Children collecting for UNICEF receive recognition certificates. 11 am-2 pm, free. Cannery courtyard, 2801 Leavenworth. 771-3112 or 474-0701.

**Halloween at the San Francisco Public Libraries:** Storytimes, special film showings and mask-making workshops sponsored by the Friends of the SF Public Library. Many times and branches. Free. Call your local branch or 558-3770 for details.  
**Haunted House.** Escorted tour of haunted mansion with two floors of monsters and ghouls. Sponsored by Mission Community Recreation Center. Admission price includes bag of popcorn. Not suitable for preschoolers. Tues/29 and Wed/30, 6-9 pm. \$1; 50 cents/children under 12. 745 Treat. 282-5922.

### EAST BAY

**Berkeley's Safe Trick or Treat Party.** A costume party for kids ages 3-12 sponsored by the

Berkeley Boosters, the Berkeley Police Department, local merchants. Thurs/31, 4-9 pm. Free. Grove Recreation Center, 1730 Oregon, Berk. 848-7966.

**Friends of Madre.** A family costume party to benefit Nicaraguan childcare centers. Music and drama by and for kids. Refreshments, including an inexpensive Latin vegetarian dinner, will be available. Dancing to recorded Latin music begins at 6 pm. Fri/1, 6-9 pm. \$3; \$1/children. Unitarian Fellowship, Cedar and Bonita, Berk. 652-1502.

**Halloween at the Berkeley Public Libraries.** Scary Story hours and costume-making workshops sponsored by Friends of the Berkeley Public Library. Free. Call for locations and times. 644-6784.

**Jack-O-Lantern Jamboree.** A celebration for the whole family at Children's Fairyland. Trick or treat, puppet show, haunted tun-

nel, free merry-go-round and ferris wheel. Thurs/24, Fri/25 and Sat/26, 6:30-9 pm. \$2.50 (advance tickets required). In Lakeside Park, Grand and Bellevue, Oakl. 452-2259.

**Multi-Cultural Haunted House:** Ghosts from the folklore of Asia, Europe and America walk the earth once more, making their ethereal appearance to benefit the Richmond District Neighborhood Center's ongoing programs. Thurs/31, 7-9:30 pm. \$2. Richmond District Neighborhood Center, 741 30th Ave., Richmond. 751-6600.

**Pumpkins and Poltergeists:** A festival in Tilden Park that features walks through the dreaded "hauntorium," ghost stories, games and songs. Learn about the folklore and superstitions of the Halloween tradition. Wear your costumes! Thurs/31, 6:30-8:30 pm. \$1. Environmental Education Center, Tilden Park Nature Area, Central Park Drive, Berk. 525-2233.

## R ELATIONSHIPS

# Ask Isadora

## Of mice and men and pussycats

BY ISADORA ALMAN

I've inherited a cat about two years old from a male neighbor who moved away. I don't know a lot about cats, but Blackie and I seem to be getting along. I've noticed that although the cat isn't altered, I don't think, he shows no interest in the cries of neighborhood female cats, but shows a remarkably keen interest in my male visitors. Is it possible for a cat to be gay? Is this an "only in San Francisco" question?

You've heard of bestiality — human sexual contact with animals? Your Blackie may be a practitioner of "humanity," preferring cross-species contact from his own perspective. He may also miss his former owner on whom he may have imprinted as a parent figure. He may be altered (your cat, not your former neighbor) — a vet visit would be helpful in determining that. Finally, yes, cats and all other animals may be gay in the sense of enjoying sexual behavior with same-sex members of their own species — everywhere, not only in San Francisco.

There's an attractive man in an evening class I take at City College. He's in a wheelchair, and since I don't see anything wrong, I guess he's paralyzed from the waist down. This isn't the only thing I'm interested in, but before I make any social openers I'd like to know whether sexual relations might be possible. Are they, and what would be?

Back to the basics: Sex does not always and exclusively equal penis in vagina. Since you don't identify yourself as female or male, let me also add that sex doesn't necessitate an erect penis in conjunction with any other orifice either. Sexual relations is the giving and receiving of bodily pleasure. While intercourse per se is often not possible with paraplegics, it sometimes is. Even if not, that still leaves a wide variety of other body parts available and capable of offering and responding to intense, even orgasm-producing, sensations. I've heard some people say their sex life actually improved after a disabling injury or illness, since they had to learn to be creative and no longer exclusively focused on the genitals. What might be possible sexually with this particular individual requires mutual exploration, both verbal and physical, in exactly the same way the discovery of what is pleasurable takes place with any new partner who is ostensibly able-bodied.

My new boyfriend has beautiful silky blond hair — it was one of the first things I noticed about him. But his

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Bay Area sex educator and communication consultant Isadora Alman, the author of *Aural Sex & Verbal Intercourse*, will answer reader queries in this regular column in City Limits. Send your questions to her, c/o Bay Guardian, 2700 19th St., SF 94110.





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Scorpio Barbershop  
1311 San Pablo Avenue  
526-0750

Cappelli  
2383 Telegraph Avenue  
548-4555

Earl's Hair Odyssey  
3230 Adeline Street  
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Hair Design  
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On Broadway Hair Cutter  
5267 Broadway  
658-2828

Genuine Nexxus Products are sold only in professional hair styling salons



# City Limits

## RELATIONSHIPS

continued from page 17

pubic hair is like a Brillo pad, and brown. Does that mean he dyes his hair, or straightens it, or what?

Maybe it's his pubic hair that's permed. Actually, there is often a big difference in the color and texture of head versus body hair. Look at beards, where you can often see astonishing variations from chin to scalp. Facial, chest, underarm and pubic hair can all vary. If the texture of his bush is bothersome, try applying creme rinse when you shower together. Even if the hair itself doesn't soften, it may seem softer in contrast to its surroundings. The process will be fun in any case.

I've been getting a weekly massage at my health club for several years. I think the guy who gives the massages might be gay. Am I in any danger of catching anything from that contact?

If you've been seeing this guy for years and still don't know his sexual proclivities, then you haven't had the kind of contact likely to endanger you. Relax, and enjoy.

Halloween is coming up again, which means every would-be drag queen comes tottering out of his closet wearing all the stuff that shouldn't be in there. I'm a man, and I dress like one and behave like one 365 days a year. Don't real women feel outraged when they see all those insulting caricatures? I would.

I'm a real woman, second in that department to no one except maybe the late Mae West, and I love playing dress-up. I only feel uncomfortable when some guy pulls off in jest what I've been working at for 45 years... and does it better! But that's envy, not outrage. As I often say, being a man has little to do with having a stiff prick. The same applies to being one.

Is it true that women get turned on by men's bottoms?

Some do, some don't, and some can be distracted by intelligence, wit and other less "fundamental" characteristics.

## SUPERLIST #262 (WHERE TO VOLUNTEER TO BE A TUTOR IN SAN FRANCISCO)

Volunteer agencies are eternally short-handed, but these lean Reagan/Deukmejian years have left them in especially great need of help. If you have an interest in teaching and some spare time, consider calling one of the agencies listed below. Unless otherwise indicated, programs require little or no training. Hours and locations are often flexible—they'll fit you in whenever they can.

If you want to do some volunteer work but tutoring isn't quite what you had in mind, contact Robert Stengel at the San Francisco Volunteer Center (1090 Sansome, 982-8999) for information on other types of volunteer openings.

A future list will feature volunteer tutoring programs in the East Bay.

**Asian Women's Resource Center.** Survival conversational English classes for Asian immigrant adults. No training required; workbook/guide, materials and space provided. Tutoring daily and evenings; one-on-one, classes of four. Minimum time commitment: Three hours/week for eight weeks. No foreign language required, but Chinese helpful. Office hours: Mon.-Fri., 9 am-5 pm. Contact: Shirley Wong or Lillian Tang, 940 Washington, 788-1008.

**Chinatown/North Beach Community College Center.** English for Asian adults, beginning to high school level. Initial training, materials provided. All tutoring on campus; Mon.-Thurs., 6:30-9 pm; one-on-one or small groups. Minimum time commitment: Two hours/week for one semester. No foreign

language required, but Chinese helpful. Office hours: Mon.-Fri., 4-9 pm. Contact: Raymond Yu, 940 Filbert, 776-0808.

**Community Educational Services.** English as a Second Language for refugee and immigrant students, elementary to high school level. Two orientation and training sessions required. Tutoring Tues. and Thurs., 6:30-8 pm at Jean Parker School, 840 Broadway; four students/tutor. Minimum time commitment: 1½-3 hours/week for one semester. Bilingual English/Chinese tutors especially needed. Office hours: Mon.-Fri., 9 am-5 pm. Contact: Theresa Look or Sue Yuan, 777 Stockton, room 108, 982-0615.

**International Institute of San Francisco.** English for adults, all levels beyond elementary. No training required; some workshops available. Classroom space and some materials provided. Tutoring times and locations flexible; one-on-one or small groups. Minimum time commitment: 1½ hours/week. Office hours: Mon.-Fri., 8:20 am-5 pm. Contact: Doris Glickman or Dore Celix, 2209 Van Ness, 673-1720.

**Migration & Resettlement Office.** English as a Second Language, job counseling for adult refugees. No training required; materials and classroom provided. Volunteers interviewed, matched to students and their schedules coordinated; small groups. No minimum time commitment. Office hours: Mon.-Fri., 8:30 am-4:30 pm. Contact: Ricardo Rivero or Miguel Garcia, Central YMCA, 220 Golden Gate, 775-4953.

**Mission Language and Vocational School.** All levels of English, variety of vocational courses for adult recent immigrants. Space, some training and materials provided. Tutoring Mon.-Fri., 8 am-5 pm; small groups. No minimum time commitment. Office hours: Mon.-Fri., 8 am-5 pm. Contact: Leo Lacayo, 2929 19th St., 648-5220 ext. 28.

**Mission Reading Clinic.** Literacy, remedial math and reading, second grade to adult. Volunteers train with teacher in class setting. One hour sessions, daily and evenings; small classes. Must commit to regular weekly schedule. Office hours: Mon.-Fri., 8 am-5:30 pm. Contact: Ken Romines, 3391 16th St., 626-8182.

**Project Read, San Francisco Public Library.** Literacy for illiterate adults. Twelve hour orientation and training program required, \$10; call for schedule and reservation. Classroom provided. Tutoring hours flexible; one-on-one, small group. Minimum time commitment: 1-1½ hours/week for one year. Office hours: Mon.-Fri., 9 am-5 pm. No specific contact. Project Read, Main Library, Larkin and McAllister, 621-7323.

**Refugee Women's Program.** English as a Second Language for refugee women and children. Nine hours of training provided. Tutoring afternoons and evenings; one-on-one in students' homes. Minimum time commitment: Two hours/week for six months. Office hours: Mon.-Fri., 1-5 pm (or leave message on tape). Contact: Rebecca Hovey, 220 Golden Gate, 775-4218.

**St. John's Tutoring Center.** English as a Second Language for adults and small children, all levels of English, reading and math. Training varies with sub-

ject; materials and room provided. Tutoring hours and locations flexible; one-on-one or small classes. Minimum time commitment: Two hours/week for eight weeks. Bilingual tutors especially needed: Spanish, French, Chinese, Tagalog. Office hours: Mon.-Fri., 9 am-5 pm. Contact: Naomi Nim, 1661 15th St., 864-5205.

**SF Community College Adult Learning Center.** Adult basic education, all Graduate Equivalency Diploma areas. Training varies with subject; materials and classrooms provided. Tutoring Mon.-Thurs., days and eves; one-on-one, some classroom. Time commitment flexible. Office hours: Mon.-Thurs., 10 am-8 pm. Contact: Sharon Crater, 31 Gough, 239-3008.

**SF Community College Skills Center.** Graduate Equivalency Diploma preparation, reading, math, vocational classes for adults. Some training provided at Project Read. Flexible hours and locations; one-on-one and classroom assistance. No minimum time commitment. Office hours: Mon.-Fri., 8 am-5 pm. Contact: Bill Grier, 1250 LaSalle (entrance at Hudson and Whitney Young Circle), 647-4884 or 647-5557.

**SF School Volunteers.** English as a Second Language, math, literature and a variety of other subjects for San Francisco public school students, kindergarten through high school. Volunteers interviewed for screening and placement; extensive training programs available. Materials and rooms provided. Tutoring Mon.-Fri., 8 am-3 pm; one-on-one or small groups. Minimum time commitment: Three hours/week for one semester. Office hours: Mon.-Fri., 8 am-4:30 pm. No specific contact. 170 Fell, room 20-A, 565-9386. (10/23/85)

—Eileen Ecklund

## THE 1985 BAY GUARDIAN

# Fiction

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### RULES:

1. Manuscripts must be: in English; typed and double-spaced on one side of 8½" x 11" paper; unpublished, and not accepted or under consideration for publication elsewhere; the original work of the contestant; and no more than 2,500 words (nine pages). Shorter manuscripts are welcome, but longer ones will be disqualified.
2. A contestant may submit one or two manuscripts (each manuscript is a separate entry). The contestant's name and the page number must appear in the right hand corner of each page of the manuscript(s).
3. For each entry, contestants must submit a completed entry form and a \$4 reading fee (checks and money orders ONLY).
4. **NO ENTRIES WILL BE RETURNED**, so please send photocopies of manuscripts, not originals. If you would like confirmation that your entry has been received, enclose a self-addressed, stamped postcard with your entry.

5. Bay Guardian staff members and freelancers who have contributed more than one article since March 1, 1985, are not eligible.

6. Entries will be screened by Fiction Network of San Francisco, which publishes a literary magazine and distributes fiction to newspapers and regional magazines nationwide. Bay Guardian editors will pick the finalists, and the three contest judges will select the winners.

7. The Bay Guardian reserves the right to publish the three prize-winners and any finalist in a spring 1986 issue of the Bay Guardian. Winners will be notified before publication. Winners and finalists will also be considered for syndication by Fiction Network.

8. Before receiving a prize, a winner will be required to sign a statement that she or he is the author of the winning story, that it is original and has not been published in any form, and that it does not invade the rights of any third party.

9. Manuscripts must be postmarked by Fri., Nov. 1, 1985, and received by the Bay Guardian by Tues., Nov. 5, 1985. Mail or deliver (Mon.-Fri. 9 am - 5 pm) entries to: Fiction Contest, Bay Guardian, 2700 19th St., San Francisco, CA 94110.

### PRIZES:

- 1st prize: \$250
- 2nd prize: \$100
- 3rd prize: \$50
- Plus honorable mention stories

The three prize-winning stories will be published in a spring 1986 issue of the Bay Guardian.

### JUDGES:

Linda Allen, literary agent  
Leo Litwak, novelist and teacher in the writing program at S.F. State University  
Ishmael Reed, a novelist whose latest novel, *Reckless Eyeballing*, is coming out in March.

## 1985 Bay Guardian Fiction Contest : Official Entry Form

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Story Title \_\_\_\_\_

- Manuscripts must be typed and double-spaced on one side of 8½" x 11" paper and no longer than 2,500 words.
- Please attach this form or a facsimile to the back of each entry.
- \$4 reading fee per manuscript (checks and money orders ONLY).
- Entries must be postmarked by Fri., Nov. 1, 1985, and received by the Bay Guardian by Tues., Nov. 5, 1985.
- Drop by or mail to: Fiction Contest, Bay Guardian, 2700 19th St., San Francisco, CA 94110.

Pick up additional entry forms at the following locations:

### San Francisco

- A Clean Well Lighted Place for Books, 601 Van Ness
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- Browser Books, 2239 Fillmore
- City Lights Bookstore, 261 Columbus
- Foley Books, 119 Sacramento
- Green Apple Books, 506 Clement
- Modern Times Bookstore, 968 Valencia
- Old Wives' Tales Bookstore, 1009 Valencia
- S.F. Bay Guardian office, 2700 19th St.

### East Bay

- A Woman's Place Books, #345 Broadway, Oakland
- Black Oaks Books, 1491 Shattuck, Berkeley
- King Books, 4058 Piedmont, Oakland
- Small Press Distribution, 184 Shattuck, Berkeley

### Peninsula

- Kepler's Books, 821 El Camino Real, Menlo Park
- Central Park Books, 32 Fourth Street, San Mateo

### Marin

- Mill Valley Book Depot, 87 Brockmorton, Mill Valley



## The mystery of the mayor's 10,000-jobs-a-year figure

On Oct. 7, 1985, less than a week after MIT economist David Birch sent the Bay Guardian his data on job creation in San Francisco, Mayor Dianne Feinstein gave her annual State of the City address. San Francisco's economy remains "vibrant and healthy," the mayor said, "largely thanks to the fact that our downtown has continued to generate at least 10,000 new jobs each year."

Two days later, the San Francisco Chronicle dutifully reproduced the mayor's 10,000-jobs-per-year figure in an editorial praising the mayor's economic policies. The economy remains healthy, the editorial said, "in large measure due to the downtown core, which generates at least 10,000 new jobs a year. . . . Those who make a career of criticizing [downtown development] should study the mayor's words and consider what the situation would be without these critically important industries."

The same week, the Oc-

tober issue of the San Francisco Chamber of Commerce magazine arrived with a commentary by Supervisor Carol Ruth Silver, who chaired the Planning, Housing and Development Committee during hearings on the Downtown Plan. In it, she suggested that the plan should have been called "The Limit Job Growth Ordinance."

Although she never made clear how many jobs were at stake, the supervisor suggested that the Downtown Plan was adopted "to cut back, by more than 50 percent, the rate of creation of new jobs in San Francisco."

We were puzzled. Ten thousand jobs a year? Cut employment growth by half? That didn't sound like the statistics we'd seen in Birch's authoritative report. His figures say the city gained just 4,874 jobs between 1980 and 1984 — about 1,200 jobs a year. So we set out to track down the sources for the mayor's and the supervisor's claims. It was a long and frustrating search.

Bill Strawn, Feinstein's press secretary, said he assumed the number came from either the state's Employment Development Department or from the Private Industry Council, a local nonprofit organization involved in job training and demographic research. In either case, Strawn said, "it's a fairly stable figure," and "the latest number that she's seen." He said if we wanted to know the original source we should call Eunice Elton, the director of the Private Industry Council.

Elton said the figure is plausible, but not one she personally is familiar with. The council had some employment figures on hand, she said, but nothing to substantiate the mayor's number. She suggested we try the Employment Development Department, the source the council uses for much of its data.

"It didn't come from here," Camille Jordan, the San Francisco analyst for EDD's Coastal Labor Market Information Group, told the Bay Guardian. Jordan said she, too, was not aware of any such number and had no statistics to back it up.

She explained that EDD's data, which is taken from unemployment insurance records, shows from year to year the number of wage and salary workers employed in San Francisco, regardless of where they live. Jordan theorized that the mayor was using figures that documented workers regardless of where they worked, but later added that the statistic for that category wouldn't account for the 10,000 figure, either.

She then suggested that the mayor's figure was taken from data covering San Francisco's Standard Metropolitan Statistical Area — an area defined by census information that also includes San Mateo and Marin counties. Between August of 1984 and August of 1985, 15,200 new jobs were created in the three counties combined, Jordan said. She suggested we try again to pin down the mayor's exact source.

### Back to you, Bill

"I can only tell you that she, the mayor, said it came from Eunice Elton," Strawn told the Bay Guardian when we contacted him a second time.

After we explained that we had tried her already, as well as EDD, he said that "We have been using that figure for quite a while, and I'm pretty sure we got it from the Private Industry Council."

We tried the PIC's Elton once more, telling her of Strawn's remark. "I can't really tell you [where she got it]," Elton said. "I didn't write the mayor's speech, nor did she consult me. . . . I could not substantiate a 10,000 increase each year." She did say that her office received a call from Strawn's office two or three days before the mayor's speech, but that, she said, was for information on San Francisco's unemployment rate. Elton then offered her own theory as to its origin: "I think this is an example of political license rather than fact."

For Elton, "political license" seemed to be an acceptable — if not reasonable — explanation. But what about the editors at the San Francisco Chronicle? Did they know the source or accuracy of the mayor's 10,000 figure when they quoted it back to their readers and asked them to "study the Mayor's words" before criticizing her policies?

"I don't think I know if it's accurate and I don't think you know if it's accurate, but it's a reasonable estimate," explained Jerry Burns, the Chronicle's editorial page editor. "I think it probably came from the mayor's speech, but I can't say for sure, I'd have to check," Burns said. "But go ahead and attack it if you want."

### Eureka! A source

We couldn't reach Silver for comment, but her office staff told us the figures came from the Downtown Plan. So we looked again in the Downtown Plan — there was nothing resembling Silver's 50% job loss figure. The closest we could find was a 1983 City Planning Department press release, which claimed the plan would "cut the city's development potential by half."

That claim in itself was dubious (see Bay Guardian, Aug. 31, 1983), but tying the job loss onto it involved a further, and no less dubious, assumption: that the level of future development is directly proportional to the number of new jobs created in the city.

So far, nobody has been able to demonstrate to us that the "development-equals-jobs" claim has any basis in reality. The Birch study, in fact, shows just the opposite (see main story).

The Environmental Impact Report on the Downtown Plan, however, does contain a figure that could help explain the mayor's and Silver's unusual figures. When the studies that led to the EIR first were completed back in 1981, the city began making projections for future employment growth. The projections assumed, among other things, that office vacancy rates would stay at 5% — an assumption already invalidated by market conditions. It also assumed that giant headquarters companies would expand their workforce downtown in the 1980s and 1990s — an assumption even the Chamber of Commerce now agrees was faulty (see main story).

Based on those assumptions, the city projected a net gain of some 35,000 jobs between 1981 and 1984 — roughly 11,000 jobs a year. Of course, the city also projected that only half of those jobs would be created downtown. Even so, the projection was 10 times as high as the real job growth, Birch's figures show.

Could Feinstein and Silver have made major policy statements based entirely on four-year-old projections that never came to pass? We left word for both of them to call and tell us, but as of presstime, we were still waiting.

— Tim Redmond and David Goldsmith

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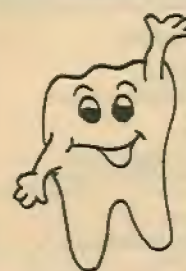
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City  
Planning  
Projections:  
net job  
growth  
1981-1984

**THE CITY'S  
PROJECTIONS  
VS. THE HARD  
REALITY,  
1981-1984**

14,200

Chamber of  
Commerce  
data in  
letter to  
Supes, 1985

4,874

Actual  
figures:  
Birch  
Study, 1985

This graph compares the City Planning Department's projections for job growth between 1980 and 1984 and the Chamber of Commerce's job growth claims for that period with the actual job growth as tracked by the Birch study. The results make clear that the city's projections were highly inaccurate. That raises disturbing questions about the remaining projections in the Environmental Impact Report on the Downtown Plan, since the job growth projections are at the heart of the entire set of political and economic policies included in the plan (see main story).



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## 19TH ANNIVERSARY SPECIAL SMALL BUSINESSES: THE JOB GENERATORS

continued from page 14

In the past few years, as highrise buildings began sprouting up south of Market, the city planning department has acknowledged that demolition of existing buildings has led to the loss of some small business jobs. However, the city's EIRs consistently have projected that employment in the new buildings would more than make up for that loss.

That, of course, assumes the new buildings will be occupied — the EIR assumes a maximum vacancy rate of 5% for office space over the next 15 years — and that is far from certain.

### The see-through building

For several years now, economists and real estate industry observers have watched with interest a bizarre trend in the commercial real estate market. In major cities around the country, office vacancy rates have been climbing steadily — but the rush to construct still more office space has continued unabated.

"It's a frightening situation," Wall Street Journal real estate columnist Robert Guenther wrote in the Nov. 15, 1984 issue. "It seems to defy logic."

While Guenther was mystified, however, others in the real estate industry are less so. Groups like the Urban Land Institute in Washington, D.C. report that the commercial real estate market in recent years has been driven not by employment growth and demand for office space but rather by a huge surplus of investment capital — and a series of new tax laws that have made commercial buildings highly attractive, even if they don't generate an acceptable return for many years to come.

In other words, it seems that the continuing building boom in San Francisco has almost nothing to do with current employment growth and may well have nothing to do with future job creation.

Birch agrees with this observation. "I just returned from a convention of pension fund and insurance company investment officers," he told the Bay Guardian. "I think the consensus was overwhelming: We're seeing an awful lot of new buildings going up for reasons entirely unrelated to demand."

If that is indeed the case, there is a disturbing implication: By allowing the building boom to continue, San Francisco is driving away the very businesses that are likely to create new jobs — all to make room for more steel and glass tax shelters for overseas investors, pension funds and insurance companies, who own many of the office towers in the city.



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# 19TH ANNIVERSARY SPECIAL SMALL BUSINESSES: THE JOB GENERATORS

## Stuck in the 1960s

That possibility was not addressed in the Environmental Impact Report on the Downtown Plan. The report states quite clearly that "the real estate market conditions assumed for the baseline forecasts are those that have prevailed since the early 1960s."

The projections for job growth in the Downtown Plan EIR are based on a single survey of 58 downtown firms conducted by a planning consultant in 1981 and never updated or expanded to reflect current conditions. And the plan isn't the only project approved on the basis of that data — the survey has been the main source for the economic projections in every EIR the city has published for at least three years. Those re-

ports rely on the employment projections to anticipate how a proposed building will affect mass transit, traffic problems, energy use, housing needs and numerous other factors the city legally must consider before allowing a project to proceed.

The Birch report gives a basis for evaluating how accurate those EIR projections have been since the survey was completed four years ago. In 1981, the city planning department estimated that San Francisco would gain 35,512 new jobs by 1984, or roughly 11,000 jobs a year. Most of those jobs would be due to growth in downtown office space, the city said.

Based on Birch's data, that projection was off by a factor of 10. From 1980 to 1984, his report shows, the city gained a total of 4,874 jobs, or roughly 1,200 a year — about 10% of what the city had projected.

*continued next page*

## If they can do it in Jersey, why can't we?

While Mayor Feinstein spends her time and energy promoting downtown office development and seeking to lure big out-of-state and out-of-the-country corporations to San Francisco, other communities and states are focusing their efforts on programs to help small, locally owned businesses start up, expand and remain in the area.

Cities as diverse as Seattle, Philadelphia, Elizabeth, New Jersey and Lubbock, Texas have developed business retention and expansion programs that stem directly from independent research confirming the findings of MIT economist David Birch, which show that small businesses rather than Fortune 500 companies create new jobs for their residents.

### Seattle's redirections

In Seattle, Washington, for example, the Seattle-King County Economic Development Council released in July of this year the results of an extensive survey it had sent to more than 5,000 business establishments. The survey shows that small, young businesses with 20 or fewer employees are responsible for almost half of the county's job growth. "One out of four new jobs in the Seattle-King County area today is the product of a home-grown business that did not exist as recently as 1979," the report states. The net job growth is not the result of companies moving into the area, the report says, "but because existing companies thrive here and relocate locally when they need additional space."

As a result of the findings, Seattle has begun to redirect its economic policies. "During the past decade, the primary focus of economic development efforts has been to attract businesses from areas outside the ... region," a report by the Seattle-King County council finds. It's not that those efforts should be ignored, the report states, but "current thinking is that even more potential growth can be generated through indigenous business development." As a result of its findings, the EDC has begun to develop a business retention and expansion program that includes a broad range of public and private assistance programs.

In New Jersey, there are programs in some 48 municipalities throughout the state, Steve Heller, an economic development specialist for New Jersey Bell, told the Bay Guardian. Realizing the implications of economic decline, Heller said that in the late 1970s, the phone company took the initiative and spearheaded pilot programs in Elizabeth, Trenton and Hoboken. "We just found empirically that what Birch said is true," Heller told the Bay Guardian. Statistics compiled by the state's Department of Labor show that 97% of all businesses in New Jersey employ 100 or fewer people, and that these provide 80% of the state's jobs. "This is significant when you consider that a couple hundred of the Fortune 500 companies are represented here," Heller added.

In each municipality, New Jersey Bell works with local officials and business representatives to gather information and develop business retention and expansion programs. Heller said the program is designed to provide the mayor and economic development specialists with data on the wants, needs and perceptions of virtually every firm in their city. So far, 900 volunteer interviewers have been trained, 4,200 businesses have been surveyed, and one in four has been assisted either financially or operationally.

Heller said that similar programs are now underway in cities in Wisconsin, West Virginia, Ohio, Minnesota and Pennsylvania. "Over the past five years, the Birch work has gained a lot of acceptance," Heller explained. "He chided economic development specialists, and they didn't like it, but now [his study] has taken on new credence."

### Philadelphia story

In Philadelphia, where 80% of the firms have 50 or fewer employees, there are two quasi-governmental groups providing financial and technical support to small business. Both the Neighborhood Economic Development Program and the Philadelphia Citywide Development Corporation were set up in response to findings that small, indigenous businesses are essential for continued job

growth, explained Joe James, the deputy commerce director at the city's Commerce Department.

Among other things, the city has created low-cost industrial parks, neighborhood commercial strips and special enterprise zones to help small businesses start or expand. There are also programs to provide businesses with loans, subsidies, rebates and technical and managerial support. James said that the neighborhood program alone has provided a total of \$900 million in loans to 500 firms, of which many are minority- or women-owned.

Last spring, the Philadelphia mayor's office sent a survey to 30,000 businesses soliciting information on firm size, age and perception of city services and programs, James said. The findings will be used by the Mayor's Small Business Advisory Council, a group of local business and community representatives, to recommend changes in policies and programs.

### San Francisco lags

Although these and several other U.S. cities are targeting small, independent businesses as an integral part of their economic development strategies, San Francisco continues to fall behind in research and programs on small business. In her Oct. 7th State of the City address, Mayor Feinstein said San Francisco should concentrate on ways to encourage large corporations from abroad to set up operations here. "My purpose in taking these steps," the mayor said, "is, once again, jobs." At the same time, however, she has taken a stand against Proposition B, a ballot initiative that would establish a Small Business Commission to gather data and make policy recommendations to city agencies and private groups.

Currently, the only city government agency in San Francisco to assist small businesses — the Mayor's Office on Housing and Economic Development — lacks the data, resources and authority to meet the city's needs. According to a new study by the San Francisco Information Clearinghouse on the state of small businesses in the South of Market area, the city's "economic development programs are devised in the absence of rational or scientific needs assessment." It also found that despite numerous local agencies and private sub-contractors involved in economic development or technical assistance programs, there is no central body to coordinate their efforts.

MOHED, the city's main economic development agency, provides loans to small businesses for up to \$50,000. Jeanne Brooks, MOHED's deputy director for economic development, said that in the first eight months of this year, MOHED has approved 20 loans, with \$714,000 coming from the city and another \$5.9 million leveraged from private institutions. She said the city expects to create one job for every \$10,000 of city money loaned out, and that approximately 300 jobs have been created so far this year. For businesses to qualify, all loans must be secured by "real property, equipment, or other business and/or personal assets," according to MOHED's prospectus.

The Downtown Plan, the city's main planning document, does not quantify or discuss the role of small businesses or any of the programs aimed to assist them. Nor does it discuss the pressures facing small businesses or the consequences of future downtown development.


—David Goldsmith

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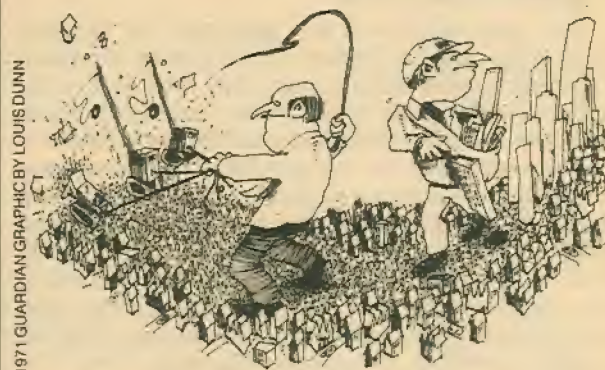
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## 19TH ANNIVERSARY SPECIAL SMALL BUSINESSES: THE JOB GENERATORS



continued from previous page

### 'Hello, Houston?'

Birch said he was surprised that the city planning department still operates on the assumption that office developers are responding to demand caused by job expansion in major downtown firms. "I think it's fair to say that almost nobody in the commercial real estate industry believes that anymore," he told the Bay Guardian.

He was equally surprised by the argument that limits on new highrise development would "stifle" the creation of jobs in San Francisco. "I just don't see how that could happen," he explained. "The city's employment growth is only going to slow down over the next few years, and you seem to have enough office space already in the pipeline to handle that growth for many many years to come."

Birch said he thinks it's more likely the city will go the way of Houston, where a long period of runaway building construction has created a huge glut of office space — and caused a serious economic problem.

"At a certain point, the vacancy rate got so high that investors suddenly decided to pull out of Houston," he explained. "When that happens, employment growth starts to decline — in a matter of months, construction employment drops almost to zero, and all of a sudden, thousands of people in the building trades are out of work — and there's no indication that the market will pick up anytime in the foreseeable future. Those people have nowhere to go — if you're a human being, you have to worry about that kind of situation. It's certainly an argument in favor of holding construction to a level that keeps pace with demand."

"If building trades leaders in San Francisco haven't thought about that," he added, "maybe they ought to call their buddies in Houston."

### Trickle-down logic

Contrary to the projections in the Downtown Plan EIR, Birch's study suggests that employment growth in San Francisco has been concentrated in the service sector. In every one of the categories the plan describes — headquarters of mining, manufacturing, finance, and insurance industries — Birch found a sizeable decline in net employment between 1980 and 1984.

More significant, perhaps, the study suggests that the growth of small service sector firms, especially in high-growth areas like business services, is not just a "spin-off" of growth in the larger corporate areas. Rather, it seems, small business service firms grow the fastest when larger firms are retrenching.

That's also consistent with data Birch collected in cities like Denver and Philadelphia, where he found that business services seem to be growing more or less independently of growth in the areas they serve. In fact, even the Mayor's Office of Housing and Economic Development acknowledged that trend two years ago in a report titled "The Changing Nature of City Jobs." After collecting data from San Francisco, Boston, Chicago and San Diego, the study concluded that "the number of business service establishments increased . . . regardless of whether the number of non-service business establishments increased or decreased."

The Birch data challenges a further assumption that has characterized the attitude of the city and many business leaders toward small business growth: that small firms owe their economic existence and well-being to larger firms — that, in other words, small firms are the recipient of the economic benefits that "trickle down" from major corporations situated in downtown office buildings.

### The Chamber responds

Richard Morten, the Chamber's associate director, told the Bay Guardian that he was familiar with the

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# 19TH ANNIVERSARY SPECIAL SMALL BUSINESSES: THE JOB GENERATORS

unusual conditions in the real estate market. "I think that's an element" in the current building boom, he said. However, he added, he still maintains that demand for new office space is the major factor driving current construction.

Further, he said, if a surplus of office space brings down rent levels, "small business may be able to move back into Downtown."

However, that's not what the San Francisco Information Clearinghouse found — the SFIC survey of South of Market small businesses suggests that many merchants can't relocate in office buildings. Not only do many depend on their immediate location for a large chunk of their business, they also are paying rents in the

\$2 to \$3 a square foot range. New buildings in San Francisco rent for about \$35 a square foot, and even in Houston, where massive overbuilding has created a 50% vacancy rate, first-class office space doesn't go much below \$7 to \$10 a square foot, according to Birch.

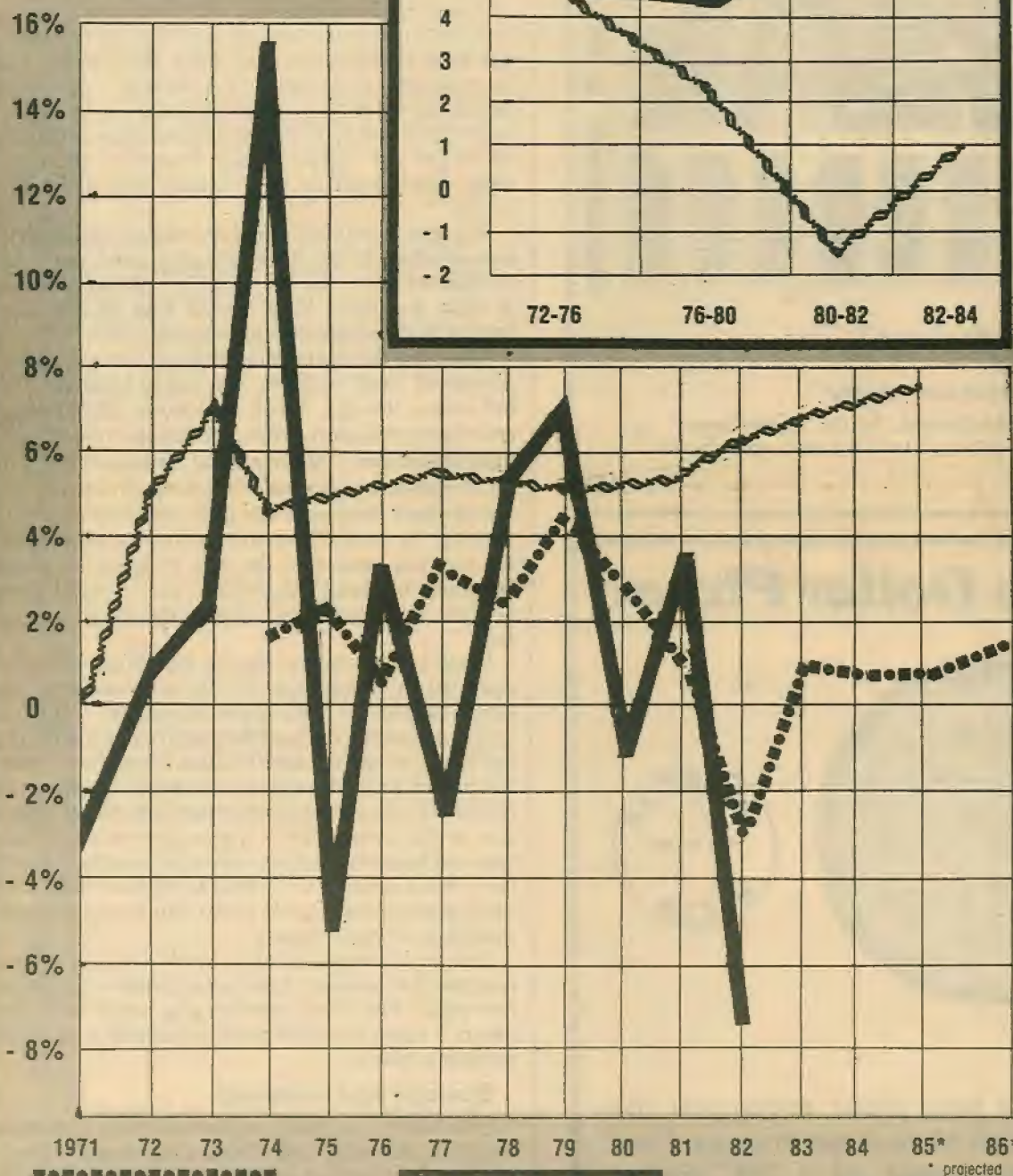
Morten said he thinks there are a "significant number" of small businesses already in downtown office buildings. "You can walk into a lot of those buildings and look at who's on the directory," he said. "There are a lot of smaller companies." But he acknowledged he had no actual statistics to back up his claims. "No, we have no hard data on that," he said.

## Feinstein forges on

In her State of the City speech, Mayor Feinstein began discussing a new economic policy she hopes will bring increased employment to the city. She said she's

*continued next page*

## MORE NEW BUILDINGS, FEWER NEW JOBS



Chamber of Commerce  
data on percentage job growth

Birch/U.S. Dept. of Commerce  
data on percentage job growth

Downtown office space  
(city planning figures)

This graph shows how the rate of job growth in San Francisco compares to the rate of new construction of highrise office buildings. It also shows how the Chamber of Commerce figures for job growth in the city compare to the Dept. of Commerce and Dun & Bradstreet figures in David Birch's report.

The Chamber's figures, for example, never once show employment declining between 1974 and 1982. Birch, on the other hand, shows that employment moved up and down several times. According to Birch, the city's

employment growth peaked in the early-to-mid 1970s — the Chamber puts that peak much later, in the early 1980s, right before the high-rise growth rate leapt dramatically.

The implications are more than just academic. The Chamber's figures, contained in a letter to Sup. Carol Ruth Silver, chair of the Planning, Housing and Development Committee, suggest that the recent rush to obtain office building permits has been a response to growing employment in the city. Birch's data, however, suggests that the boom has little

to do with job growth, which peaked almost a decade ago and generally has been declining ever since.

The relation between job growth and downtown development is more dramatic when the data is clumped in four-year and two-year groups, to smooth out the annual peaks and valleys that are part of most business cycles. The inset in the upper right hand corner demonstrates this relationship: as employment increases, the rate of new office growth tends to drop, and vice-versa.

Richard Morten, the

Chamber's assistant director, told the Bay Guardian the figures in his letter came from the state Employment Development Department. However, Camille Jordan at the EDD gave us figures that don't agree with the Chamber's. In 1982, for example, the EDD figures show a drop of some 18,000 jobs, about twice the decrease the Chamber claimed. In 1981, the EDD figures show a job increase of 8,800 — about 3,000 fewer than the Chamber claimed.

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*continued from previous page*

creating a task force to study ways the city can encourage large corporations from other parts of the world to set up operations here. "I invite you," she told the Board of Supervisors, "to join with me in working with the Chamber of Commerce and other professionals to get our 'Invest in San Francisco' message to large firms both in this country and around the world."

Her statements represent the logical policy extension of what she has been doing for seven years. Like the highrise boom she has supported, the move to bring in large employers from outside flies directly in the face of both economic and political reality.

There are dozens of good reasons to encourage the growth of small business, not just in highrise offices but across the city. Small businesses employ almost entirely city residents, while, according to the city planning department, only about half the employees of major headquarters companies live in San Francisco. That means small businesses can grow and expand without creating the sorts of massive environmental problems the city has seen over the past 15 years — clogged freeways, bottlenecked bridges, overcrowded transit systems, air pollution and housing shortages, to name a few.

Small businesses are also, by and large, owned and operated by people who live in San Francisco. That means they have a stake in the community — they care what happens to the neighborhood after 5 pm, when the heads of major corporations leave town. And it means that both the money small business owners pay employees and the money they earn themselves tends to stay in the community — it gets spent at corner markets and local restaurants, instead of winding up in the Swiss bank account of a Hong Kong stockholder who cares nothing whatsoever about San Francisco except as a place to make money.

But the Birch study tends to confirm what a growing number of economists have come to believe in the past few years: For cities, encouraging small local businesses is more than just good social policy. It's good economic policy.

#### Ecology and economy

Jane Jacobs, a highly respected urban economist, made that statement in her book *Cities and the Wealth of Nations*, published in 1984. All around the world, Jacobs wrote, economists and policy-makers from the left, right and center have been baffled by the problems industrialized nations are facing today: "stagflation," declining productivity, high energy costs, overwhelming deficits and inefficient distribution of resources. The real problem, she says, is that all of the major policy makers today are thinking big — looking at national and sometimes international programs — when they ought to be thinking small.

Jacobs makes the surprising claims that virtually all of the economic activity in the industrialized world today has its roots in cities — and that the only cities that prosper in the long term are those with a highly diversified economy geared toward replacing imports with goods and services produced locally.

"Many of the root processes at work in natural ecologies and our economies are amazingly similar," Jacobs wrote, "and we can learn much about success and failure in our own arrangements by noticing, for example, that the more niches that are filled in a given

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natural ecology, other things being equal, the more efficiently it uses the energy it has at its disposal and the richer it is in life and means of supporting life. That is another way of saying that economies producing amply and diversely for their own people... are better off than specialized economies."

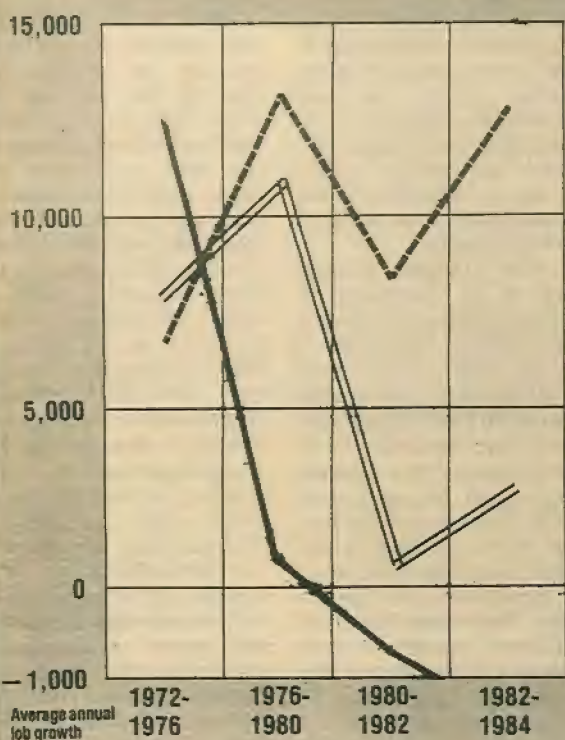
Jacobs argues that in the long run cities tend to suffer economic decay if they rely too heavily on single large industries or groups of industries — Fortune 500 companies or military contractors, for example. Further, she argues, cities should concentrate on finding ways to produce locally things they used to import from elsewhere, not vice-versa.

### Hostages forever

That is precisely the opposite of what Mayor Feinstein has done in San Francisco, and what she proposes to do in the future. Downtown highrise development is a monocrop economy, and the businesses that benefit from it are geared toward markets almost everywhere except San Francisco. Like cities dependent on

continued next page

## DEBUNKING THE TRICKLE-DOWN JOB THEORY



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This chart provides graphic evidence that small businesses do not owe their existence or job increases to growth in the larger downtown companies. Much of the small business expansion in San Francisco over the past 15 years occurred in the business services sector. Logically, if these companies were dependent on larger firms — finance, insurance and real estate companies, for example — then when FIRE firms were in a state of decline, business services

also would be contracting.

That simply isn't true. As the graph shows, employment at FIRE companies has declined steadily since 1972, while employment in business services rose and fell independently.

In fact, data from other cities (Denver, for example) suggest that growth in business services followed a pattern more in tune with the nation's economy in general than with the economic fortunes of the Fortune 500.

SOURCE: David Birch/Bay Guardian study, 1985

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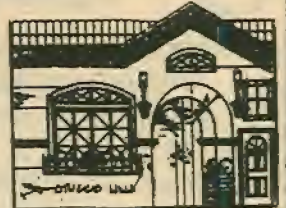


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## 19TH ANNIVERSARY SPECIAL SMALL BUSINESSES: THE JOB GENERATORS

continued from previous page

military contracts, which rise and fall on the whims of Congress and the Pentagon, San Francisco is an economic hostage of the commercial real estate market — and that's even less predictable than the Pentagon.

The results of this are beginning to show up. The vacancy rate for office buildings is now above 10%, according to the Chamber's own estimates, and as the boom continues — with no corresponding employment growth — it will climb much higher. At that point, the city will have no choice but to cut off the construction or try to attract new industries from out of town to fill the empty spaces. The former makes some economic sense — the latter is what Feinstein is proposing to do. Instead of looking for ways to create jobs in San Francisco with ideas and enterprises owned and operated by people who live in San Francisco and geared to producing goods and services used in San Francisco, the city is determined to bring in more giant firms from elsewhere to produce more exports. Instead of replacing goods we now import from other areas, the new firms will drive out firms that are currently producing goods for San Franciscans — and that will force the city to import

### The job generation debate: A chronology

In 1979, David Birch, an economist from the Massachusetts Institute of Technology, released a study on job generation that rocked the country's economic establishment. It had been accepted as an article of faith that major corporations held the key to this country's job growth. But Birch changed that. He found that small businesses, not the giants, are responsible for generating most of the country's new jobs.

Since then, Birch's findings have been challenged, but never invalidated, and his data has led to a fundamental re-examination of one of the establishment's most basic assumptions. The companies in the Fortune 500 may be the major employers, but, as most economists now agree, it's the small, independent firms that create jobs.

Six years later, in a specially commissioned Bay Guardian study on job creation in San Francisco, Birch has found that this city is no exception. Between 1980 and 1984, virtually all of the net new jobs in SF were created in firms with 19 or fewer employees.

A chronological overview of the research to date shows that despite some differences in methodology and analysis, virtually all studies support his conclusion that small companies are major job generators.

1974: Birch begins processing Dun & Bradstreet and U.S. Department of Commerce data going back to 1969 and develops a computer program for compiling information on the employment, age, sales, location, industry and corporate affiliation of 5.6 million firms throughout the United States.

1979: With a grant from the U.S. Department of Commerce, Birch and his associates at the MIT Program on Neighborhood and Regional Change complete a study entitled "The Job Generation Process." The study challenges the conventional wisdom of the economics profession and calls into question one of the fundamental assumptions underlying the economic development policies of states and cities across the nation: that big business provides the key to new jobs. The study shows that between 1969 and 1976, small businesses with 19 or fewer employees generated 66% of all net new jobs, and that more than 80% were created by "start-up" firms from zero to four years of age. It also shows that small firms are four times more likely to expand than contract. In contrast, large firms (those with over 500 employees) generate less than 15% of all net new jobs and are 52% more likely to shrink than to grow. Birch

even more things. When Chronicle columnist Herb Caen warned that soon you'll have to drive to Brisbane to get your shoes repaired, he wasn't just complaining about a decline in the quality of life. Whether he knew it or not, Caen was describing the early symptoms of a major economic trend: the decline and fall of San Francisco.

1971 GUARDIAN GRAPHIC BY LOUIS DUNN



finds that, "Small firms, despite their difficulties in obtaining capital and their inherently higher death rates, are still, on balance, the major generators of new jobs in our economy and, in slower growing areas, the only significant provider." He concludes that, "Any economic development policy aimed at stimulating job growth must come to grips with this reality."

1980: Professor Michael Teitz of UC Berkeley's Institute of Urban & Regional Development completes a study entitled "Small Business and Employment Growth in California." Teitz uses figures from the state's Employment Development Department for the period 1975-1979. His findings support Birch's contention that small businesses create many of the net new jobs. Specifically, Teitz shows that small businesses account for more than half of the net new jobs created in California. The report concludes that the findings raise important public policy questions, and suggests that efforts to "sustain and encourage the formation and growth of small business are clearly in the state's economic and social interest."

1982: Catherine Armington and Marjorie Odle of the Washington-based Brookings Institute complete a study entitled "Sources of Recent Employment Growth: 1978-80." Their report, which also stems from an analysis of Dun & Bradstreet data, claims that small businesses generate only 40% of all new jobs, a figure more in line with their share of the labor force. A follow-up study for the period 1976-80 led the institute to revise its figure upward to 52%. Armington told the Bay Guardian that despite disagreements with Birch over the assumptions and methodological underpinnings of the data, "it is indubitably true" that small businesses produce a more-than-proportionate share of net new jobs for their share of total employment.

Tom Richman of *Inc.* magazine, a trade publication geared toward small business, later reports that "while they still had disagreements, the differences were more technical than real..."

Eventually, each side accepted some of the other's logic, and the differences began to narrow."

1983: In the September 1983 issue of *Inc.*, Richman provides an incisive analysis of the exchange between Birch and the Brookings Institute and attempts to put into perspective the debate over small business's role in generating new jobs. The story, entitled "What America Needs is a Few Good Failures," looks at how small business dynamics, even in the form of failures, ultimately pave the way for job creation. Richman draws from Birch's analysis to demonstrate that when a small business fails, it is often replaced by other, more viable companies. Richman traces the origins of the Birch-Brookings controversy, explaining the basis for their respective downward and upward revisions, and concludes that their differences narrowed greatly — leaving two studies with different methodologies but with strikingly similar conclusions.

1984: Urban economist Jane Jacobs reports in her new book, *Cities and the Wealth of Nations*, that the economic strength of cities lies in efforts to replace imports with locally produced goods and services. Jacobs asserts that cities that put too much credence on single large industries or groups of industries are more susceptible to economic decline than those that are more diversified.

1985: In the first analysis of its kind in San Francisco, a specially commissioned Bay Guardian study by Birch clearly shows that small, locally owned businesses generated almost all the net new jobs in San Francisco between 1980 and 1984 — and large Fortune 500 companies posted a net employment loss.

Specifically, the study shows that companies with fewer than 99 employees created 12,373 net new jobs in San Francisco, while firms with 100 or more employees showed a net loss of 6,107 jobs. Small firms (those with 19 or fewer employees) created 8,660 new jobs — the largest contributor to job growth in the economy.

— David Goldsmith



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# Classified 824-2506

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## Business & Finance

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Career resume, job search and network coaching, pay when employed. Call Dan Kassell, Network Marketing, (415) 821-3652.

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Back in the USA. Professional dancer speaks German/Italian seeks interesting work. Minimum \$8/hour. Call/leave message 864-4204.

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Experienced, reliable, elegant. Available for studio, private or class sittings. Graham, 921-1285.

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### GIGS

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### INTERNSHIPS

**Learn by Doing**  
Apprentice Alliance places those who want to learn with masters in fields ranging from specialty foods to floor refinishing; from screenprinting to service organizations. These are not jobs but apprenticeships. There are no charges of tuition beyond nominal screening and placement fees. Call 863-8661/write: 151 Potrero, SF 94103.

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**Be The Best**  
Will teach you the skills you need to become an answering service operator. Permanent P/T shift, all hours, and permanent F/T day shift. Start under the caring guidance of skilled professionals interested in your future with our growing firm. Light typing, good verbal skills required, nonsmoking office. Call Bill at 753-3157.

**Office Manager**  
wanted for nonprofit foundation. 32-hour week. \$7 an hour. Requirements: office management skills and experience; experience handling public; knowledge and interest in holistic health; flexibility in a large variety of tasks; organizational ability and memory for detail a must. Send one page resume listing related experience to: 1718 Taraval, SF 94116.

**Paid CISPES Canvass to End**  
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Typographic shop needs inside sales/counter person with good client contact skills, graphic experience helpful. Send resume to Guardian Box #739.

Full charge bookkeeper needed for busy graphics shop. Estimating experience helpful. Send resume to Guardian Box #740.

Typographic shop needs experienced proofreader. Send resume to Guardian Box 738.

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**Espresso Bartender**  
Good pay for early AM work. 5:30-10:30 am. Experienced only. Call Clive, after 11 am. 986-0817.

**Clerk/Typist**  
Must be fast, loyal, hip and organized. \$6/\$7 hour. Resume to Nine (office), 1209 Howard St., SF 94103. No calls.

### SALES DISPLAY ADVERTISING

We have an opening for an energetic aggressive person with sales experience to sell retail advertising. Media sales experience preferred. Full time. Salary plus commission. Paid vacation, sick leave and health plan. Excellent for person interested in media sales career. Car necessary. Call Nancy Newsome at 824-3322, M-F, 9-5.

**TYPESETTER**  
We need an experienced, fast and accurate typesetter for two-three shifts per week, starting immediately. Must have experience on the Compugraphic 7500 Edit-writer. Must work well under pressure. \$7-\$8/hour depending on experience and ability. Send resume to Ellen Brown, SF Bay Guardian, 2700 19th Street, SF 94110-2189.

**ROUTE DRIVERS**  
We need drivers to deliver the paper to stores every Wednesday. Must have van or large truck with insurance. Very good pay for partial day's work. Reliable persons sought. Call John, 824-7660, weekdays.

**ART DIRECTOR**  
Newspaper or magazine experience required. Production management skills also very important. Short week. Paid holidays, health plan and vacation. Please send resume to Publisher, SF Bay Guardian, 2700 19th St., SF 94110.

### FIELD REPRESENTATIVE CIRCULATION

We need outgoing people to visit stores that carry the Bay Guardian, spread goodwill and get the Guardian into the best distribution positions possible. Also selling new stores on carrying us and helping with circulation expansion. Knowledge of the Berkeley/Oakland area a plus but not necessary. Must have car with insurance. \$5 per hour plus mileage, 10-12 hours per week. Call John, 824-7660.

**ASSISTANT COPY EDITOR**  
We have an opening for a part-time (three days a week, Wed.-Fri.) copy editor to assist in preparing editorial matter. The position involves retyping, rewriting and editing listings, reviews and news stories, as well as some writing and support research for reporters. Strong typing (60 wpm) and editing skills required, familiarity with AP style desirable. Send resume (no phone calls, please) to: Copy Editor, Bay Guardian, 2700 19th St., SF 94110.

**PROOFREADER**  
We need an experienced, precise, detail-oriented person with lots of endurance to work 8-10 hours on Saturdays reading classified advertisements. Call Ellen Brown at 824-7660, Monday, Tuesday or Friday.

## BayGuardian

General assistant wanted. 20-30 hour/week. Must be multi-skilled clerically, writing, phone talking, public relations, more. Not great pay at first. Must be interested in homeopathic medicine. Send resume to: Dana Ullman, 5916 Chabot Crest, Oakland, 94618.

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Dallas-based corporation is looking for an experienced temporary placement counselor for its SF office. Must have 6 months exp. in temporary industry. Salary, quarterly bonus and benefits. Please send resumes for immediate consideration to:

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## BayGuardian

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**RENTALS**

**Lower Noe Valley**  
Modern one-bedroom apartment. Near 24th BART. New carpet, new paint, very clean, parking included, no pets. \$595/month. 824-3957.

**Prestigious Address**  
Luxurious one-bedroom condo in sought-after building on Telegraph Hill. Fireplace, pool, spa, gardens, unfurnished, lease with option to purchase. \$1750/month plus security. 776-7470.

**\$425 Studio — \$525 1 Bdrm FILLMORE PLAZA**  
Newly renovated Security Building  
30 units. Shown daily 8-6

**1550 FILLMORE 346-4611**

**Victorian \$650**  
Lower Pacific Heights, two-bedroom, four large rooms plus den, high ceilings, stove, refrigerator. 931-4225.

**Liberty & Valencia**  
Two bedrooms, 1 1/2 baths, completely remodeled apartment with garage. Views, sunny and bright. \$850/month, all utilities included. 726-3552.

**The Jackson Lake**  
Downtown convenience with uptown comfort awaits you at 1533 Jackson Street situated between the shore of Lake Merritt and Broadway. A San Francisco bus stop at 17th Street is only half a block away. Two BART stations are within easy walking distance. We have two pools, a sauna and an exercise room, billiard facilities and a gourmet market in the building. Studios \$450 plus deposit, one-bedroom \$550 plus deposit, two-bedroom \$650 plus deposit. 832-7637.

Studio apartment in Sunset house. Separate entrance, kitchenette and bath, laundry, utilities paid. \$350. 731-1366.

**Fantastic Apartment SF**  
All new one-bedroom panoramic view, Eureka Valley. First/last plus \$200. \$1000/month. 861-2327, David.

Lovely one-bedroom apartment, recently renovated, hardwood floors. Sweetness and light. \$850. November 1. 621-5941.

**RENTALS TEMPORARY**

Temporary share rental, vegetarian, Noe, excellent transportation, quiet street. \$80 week/\$295 month. 626-9055.

**Spectacular Panoramic View**  
Large one-bedroom. Pool, tennis courts, sauna, unfurnished. Now through January. Could be longer. \$850/month. 776-7470.

**Roommate Wanted**  
Large sunny flat near Church & Market to share with family of four. Nonsmoker, must like kids. Available Nov. 1. Three months only. 864-1018.

Sublet furnished one-bedroom with parking space, Dec. 15 — April 15. Ninth Ave and Clement. \$600/month. 668-3629.

Duboce triangle sublet. November-January. Share with family. \$300/month for room with large walk-in closet, all utilities paid. 864-1018.

**RENTALS TO SHARE**

**Bernal Heights**  
Two-bedroom, large house with yard, deck, skylights, view. 31-year-old graduate student seeking quiet lesbian roommate, not into drugs/alcohol. \$450 plus utilities. No cats. Non-smoker. Available 9/23. 648-8953.

Female roommate wanted for large Victorian, Noe Valley flat. Fireplace, backyard, large sunny kitchen. Beautiful Art Deco furnishings. One block from 24th, J-Church. \$575. 647-6545.

**The Perfect House**  
Female, straight, nonsmoker. Share beautiful house, Inner Sunset. Three-bedroom, two-bath, two fireplaces, backyard, quiet, close to Muni. \$475. Call Vicki, 396-6425.

**Straight Roommate Wanted**

Washer/dryer, elevator, street parking, smoker. \$365 first and last month. 1/2 utilities. \$250 damage deposit. Available Nov. 1. 921-7233.

1732 Page. Share six-bedroom flat. 552-2217. \$300/month, deposit.

Charming renovated Victorian on quiet street. Share beautiful Outer Noe home with one, probably two professional females. Sunny with skylights, decks, garden and dishwasher. Please be 30 plus, straight female, honest, responsible, quiet, neat and drug-free. \$400 plus utilities. 647-8992.

Large, clean quiet Oakland house near Piedmont. Share utilities with four. Sunny deck, laundry. No smoking, pets, kids, couples. Starts Nov. 1. \$275. 834-5682, leave message.

**North of Lake Merritt**  
Share four-bedroom, modified Victorian with two males, female, ages 25-32. Female only. Yard, hot tub, near BART. Friendly folks. \$275. 268-0807 or 268-8426.

Female, straight, nonsmoker. Share furnished two bedroom, Russian Hill apartment. \$328 including utilities. 775-7932.

Large two-bedroom flat. Airy, light, private. \$410. Mature person preferred. 387-0999.

**House To Share**  
Chemfree vegetarian lesbian wants same to share quiet house. \$325/month plus utilities plus last month's rent and deposit. Your own room plus bath. Deck, garage, fireplace, washer/dryer. Available sometime in November. Call if interested. Anne, 467-5569.

**Gorgeous Cow Hollow Flat**  
Huge, 2500-square-foot flat, best location one block south of Union Street; elegantly furnished three-bedrooms, two-baths, formal dining room, two fireplaces, hardwood floors, laundry room; AEK, pets considered. Beautiful and comfortable home for a straight, responsible person to share. Bedroom available is large with two closets. \$605. 346-3108.

Non-vegetarian, non-spiritually oriented human wanted to share Victorian flat in Noe Valley with newspaper addict and jazz aficionado. 824-7159.

Female to share two bedroom apartment with fireplace, laundry facilities. Newly decorated. \$412 including utilities. Call Carole, evenings, 386-4983; days, 544-2333.

**Cole Valley Roommate**  
Roommate desired, 30+ woman preferred, to share large three bedroom Victorian with one woman and one man. Seeking a person who pays bills and cleans up, listens to varying forms of music, doesn't mind fun at all and is a genuine human. Part-time roommate ideal. Starting Dec. 1, rent \$300. Call Dale at 731-7648, evenings.

Room available in Richmond district two-bedroom apartment. Share with a couple. No pets/smokers/drugs. Employed male or female or couple. \$425 monthly plus \$200 security deposit. 668-9730.

**Haight Victorian**  
Two women, straight, wanted to share with third in cooperative, congenial household. I'm professional, quiet (but fun), 38 — looking for same. Apartment is large with bay windows, hardwood floors, remodeled kitchen, near UC Med Center. \$267, \$250. Call Nancy 548-7970 ext. 20 days, or 665-6759 evenings.

M/F professional nonsmoker to share large Sunset flat. \$320. Please call, 893-5009.

Single roommate for beautiful Victorian flat in Haight-Ashbury. Clean, quiet, hardwood floors, large living and dining rooms, two fireplaces, large kitchen. \$310 month. Call Alice or Steve evenings, 863-9675.

Upbeat responsible nonsmoking woman to share pleasant Victorian flat. Two bedrooms, fireplace, garden. Cheryn St. near 30th. \$350+ utilities. Kathy, 550-7581.

Lovely Edwardian flat to share. Dark wood wainscoting, white area rugs, formal dining room, etc. Sunny bedroom overlooking garden, canopy bed, separate phone line. Near Lake and Seventh Ave. Desire professional woman. 32-50. \$410 plus 1/2 utilities. 668-0456, leave message please. Available Nov. 1.

M/F to share sunny, two-bedroom Russian Hill apartment. \$385, including utilities. 928-4560.

Clement St. area, large beautiful two-bedroom flat. Professional male seeks female. \$350. 386-7487.

Roommate wanted to share with woman. Lovely two-bedroom San Francisco apartment, Jordan Park area. \$407/month. Professional responsible nonsmoker wanted. 221-8722.

Large two-bedroom, two-bath, Pacific Heights. \$550/month, own room, nonsmokers, female preferred. 771-3321 home, 334-3883 work, Rony.

Peace activist only. Vegetarian. Near 16th/Sanchez, quiet street. \$325/month. 626-9055.

Cooperative household, six-bedroom, Outer Sunset. In growth toward right living. Need: high-level communication, honesty, willingness to struggle, spirituality without dogma. Weekly house meetings, integrated male/female, feminist. Discreet sexuality. Non-racist/ageist/sexist/smoke. Prefer political experience, like good times, quiet, considerate. Patty, 759-1765.

Quiet, mature M/F 35+ to share five-room Noe Valley flat with male professional. Large, sunny room, back yard, convenient location. \$300 plus utilities. 824-6415.

\$425. Two-bedroom house, Richmond district. Yard, deck, fireplace. Walk to Baker Beach. Share with one female. Two dogs. Another dog OK. Aleka. 221-7390.

M/F to share large sunny six-room flat. Bernal Heights, \$375/month, first/last. Available Nov. 1. 982-7676, days; 285-2571, evenings and weekends.

Inner Richmond flat with single female parent, 11 year old daughter and two cats. Near transportation and GG Park. Nonsmoker, female only. \$425. 387-7180.

**Glen Park House**  
Decks, Japanese garden and tub, fireplace, large room, view, etc. Available 11/15. \$450. 333-8767.

\$500 plus utilities. Elegant charming Noe Valley home. Washer, dryer, hot tub, friendly cat. Male 30-plus, nonsmoker. 641-5888.

Gorgeous, spacious six-room Edwardian flat needs employed, caring, straight M/F, 24 plus, to complete household. Neat, nonsmoker, with references. \$450. 864-0946.

**Desperately Seeking**  
We're looking for one individual to join us in our three-bedroom, two-bath house in Noe Valley. We're a straight couple who keep a vegetarian kitchen. No meat, fish or chicken. No tobacco smokers please. There's a fireplace, new carpets and lots of street parking. Cat OK. \$390/month includes all utilities. 821-0128, Andy or Karen.

**Penthouse With View**  
Large penthouse to share with two friendly female professionals in quiet neighborhood with good downtown access. Balconies, garage, dishwasher, washer/dryer, two baths, fireplace. Looking for straight M or F, around or over 30, with good humor and interested in sharing homey place. \$520. 647-6661.

**Share Flat**  
I'm looking for a responsible, considerate, employed, gay or straight female to share my lovely and spacious seven-room Victorian flat on Haight between Pierce and Steiner. You'll have a large bedroom plus another large room to yourself. We'll share the rest. BART, Metro, Safeway and laundry close by. Smoker OK, but no pets, heavy parties or stereo blasters. \$412.50/month includes utilities. \$412.50 deposit. Francesca, 552-9335, daytime.

Share rental apartment available Nov. 1. Own room. \$297.50/month plus deposit. Richmond District. Prefer woman in 30's with job. Contact Flora 387-3652.

Friendly straight male share Noe Hill large two bedroom flat. No smokers, pets, alcoholics, slob or right-wingers. 30 plus with references. \$300+. 285-5093.

Father with two half-time children wants to share three-bedroom house in Bernal Heights with male or female individual, single parent or couple. Prefer nonsmoking, vegetarian. \$350-\$500 plus utilities. Call Carlos, 824-7878, days or 647-3518, evenings.

Responsible housemate wanted to share large, beautiful five-bedroom, two-bathroom Sunset house with two males, two females. Close to GG Park and transportation. Jacuzzi, deck, yard, fireplace, laundry. No pets, kids, couples or smokers. \$325 plus utilities. Deposit \$650. 753-2645.

**Dolores Park**  
Large, sunny, two-bedroom flat, fireplace, view, extras. Nonsmoker woman preferred. Available Nov. 1. \$400/month plus utilities. 621-0331.

Cozy, spacious and sunny room available in three-bedroom Haight flat with two other women. Access to yard, roof, fireplace. Open minded, responsible couple or single person. \$450. 621-1258.

Woman, nonsmoker to share beautiful Victorian, three-bedroom flat in Haight with two considerate, independent and book-loving roommates. Fireplace and washer/dryer. Sorry, no pets. \$280 plus deposit and utilities. Available November 1. Call 753-1374.

**SPACE TO EXCHANGE**

**Apartment Exchange**  
NYC — Brooklyn Heights: two-bedroom duplex, 1 1/2 bath, garden, working fireplace. \$900 unfurnished, \$1000 furnished. Available mid-January or February 1. One year minimum. Will exchange for SF apartment \$650 max. (718) 522-6706.

**Need Carpenter/Electrician!**  
plumber. Single person, very experienced, with tools/truck to renovate flat. Trade labor for rent. 821-0435.

**SPACE WANTED**

**Help!**  
Our home of eight years is being sold. We need a two-bedroom house or flat with yard ASAP. We are a couple with a 13-year-old quiet, well behaved and trained dog. One of us works at the Bay Guardian and the other has had present job for 15 years. Will consider any place in SF. Will rent or lease with option to buy. Call 664-5424 after 6pm and weekends or 824-7650 weekdays and ask for Cameron.

**House Manager**  
seeks own place. 2 1/2 years experience managing household in San Francisco. Willing to take on extra responsibilities. Excellent references. Call Pat, 824-4502 day, 826-7730 evening.

**Apartment Wanted**  
Employed person seeks unfurnished studio apartment in quiet, secure building. Richmond, Sunset, downtown areas of San Francisco. Approximately \$360 monthly. 621-1344 #588, message, days.

**With View—On Hill**

Northeast section of City. Long sublet or small apartment. I'm straight, 35, and a native. Excellent references. Rick Grosse, 668-9431.

**Aak! We need a home!**

Responsible working classical pianist needs a home for himself and friend. Work forces him to practice late. A place with an isolated room behind a garage would be ideal. Can pay to \$600. 552-6269.

WM, 39, seeks studio in Richmond or Inner Sunset, SF, for \$250-\$350. Will do housecleaning in exchange for lower rent. Excellent references. James, 556-3320 or 752-6857.

Single, employed, quiet GWM, 32, seeks large studio or one-bedroom in Haight, Castro, Noe Valley. Access to outside, deck, patio or yard, hardwood floors. \$300-\$600. Call Ken, 626-5930.

**Green Thumb Seeks**  
Young female, employed professional, seeks affordable garden studio, apartment or cottage in pleasant SF neighborhood. Excellent references. 431-3796, Theresa.

**Garage in the Haight**  
I need to park my car! Denise, 558-8205. Leave message.

**Attic Wanted**  
Employed female wishes to live in attic room (house share) or attic studio/apartment. Have a love for Victorians and having a terrible time finding rental with attic space available. Call, 468-0568.

**Well Organized, Efficient**  
37-year old, JFK student, W/F, seeks pleasant living space. Will do housecleaning, childcare, gardening for lower rent. Joan, 567-1125.

Quiet but spirited Canadian professor, no family, seeks accommodation in Bay Area, preferably San Francisco, for 18 months beginning in January, 1986. Will consider any arrangement, but it must be reasonable in cost, due to weak Canadian dollar. Write to: Dr. Steve Heeren, Department of Psychology, University of Regina, Regina, Saskatchewan, Canada S4S 0A2.

GWM, 31, employed, clean, quiet seeks one-bedroom or studio in Castro, Noe Valley. \$300-\$500. Call Bob, 668-4709.

Fully employed mother of two and six-year-olds needs two-bedroom house/flat up to \$500. Excellent credit history, references. 386-3145.

**STORAGE SPACE**

Storage space my basement in the Mission. Call 824-3216, leave message.

**WORK SPACE**

**STUDIOS**  
"GET AWAY SPACE"  
Painters, Sculptors, et al.  
Quiet, private, good light,  
sylvan setting  
\$75 to \$600 a month  
No Live In!  
"SF'S NEW ART COLONY"  
THE POINT 822-9675

**Workspace For Rent**  
\$150 per month. SF, accessible, 11' X 13'. Available now. 861-8437.

**Noe Valley**  
A 350 square-foot, well-lit, clean, bright workspace. Suitable for office, tailoring or craftwork. Overnights possible. \$300/month. 751-3083.

Warehouse space: 2000 square feet/55¢. Potrero Hill, well lit, secure, freight dock. Two year legal sublease. Available Nov. 1. 647-9360.

450 square feet plus loft — office, studio or workshop. 18th and S. Van Ness. Good light, high ceilings. \$300. Non-live in. 431-8729.

Fifth creative, responsible graphics type for 8'6"x12' private office. Share conference room, stat camera deck, year lease \$152. 18th and Tennessee. 550-7707.

**Artist Studio**  
Beautiful live-in loft, West Oakland, 1500 plus square feet. \$850/month, 655-2553, 654-4332.

**Day Studio**  
Oakland, 560 square feet, kiln available, 3 phase, skylights, brick walls. \$300/month. 547-8282.

**Live-In Studio**  
Oakland, 1650 square feet, courtyard, light, new wood floors, secure parking available. \$950/month. 547-8282.

**Art Space**  
Artist, photography, other workspace available. 500 square feet. \$400/month, negotiable. 346-4063.

Share 1500 foot studio with two \$225/month for 500 feet. 621-7572.

**Instruction**

**ARTS & CRAFTS**  
**Master Class**  
Drawing, painting and life drawing. My undivided attention can unlock your unique gifts. All levels. Wonderful SF studio. David John Brown. 931-0051.

**From Small Hands**  
A visual arts program for children. Free brochure. Call Sara Glater, 731-3321.

**DANCE**

**Ballroom Dance Lessons**  
New exciting classes with Ted Ross. Sat., 4-5:30 pm, Fort Mason Center. Call today (415) 567-0116.

**Radical Tap Dance Technique**  
Classes—adults only. All levels. SF Tap Dance Center, (415) 621-TAPS.

**EDUCATIONAL COUNSELING****PARENTS OF LITTLE KIDS**

**AGES 1-5**  
If you really want to dramatically improve your child's intelligence and success in school call (415) 753-3991 for a free message.

No one else will ever give you this priceless information. Keep trying.

**KIDS' CLASSES**

**Animation Class Young People**  
Berkeley. Near BART. Super-8 camera, film provided. Call Robert Horning, 845-1872.

**LANGUAGES**

Foreign languages/ESL. \$6/hour. Bay Area Language, 620 Sutter. Brochure: 673-7638.

**I.T.C. International**  
Over 50 languages. Patented method. Professional teachers. All levels. Two students/class, starting weekly. Mornings, afternoons, evenings, Saturdays. Travel, business. Free orientation. (415) 885-1233.



**Sing! Blues, Jazz, Rock, Pop**  
Pro singer — twelve years successful teaching experience; all ages and levels, individuals and groups. Practical, innovative methods. Breathing, articulation, mike techniques, stage presence, more! Ann Channing, 753-3355.

Beginning private voice lessons for determined students. Experienced performer and teacher. \$15/hour. Call Eve, 584-4859.

**Guitar At Last**  
Classical/Folk, Patient, thorough instruction. Develop your musicality and playing technique. 524-8770.

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Photography classes with Daniel Hunter, all levels, enormous darkroom, small classes, 10th year. Brochure 534-6041.

#### PROFESSIONS/VOCATIONS

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Martial Arts Taekwon-Do  
Get the real stuff. Lowest fees in town. Balance your being. 285-8819.

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**Fencing: To Condition Your**  
mind, body, spirit. Classes/private instruction by 1984 Olympic Fencer. Pannonia A.C. 824-4544, 652-2226.

#### THEATRICAL

**Dramatic Corporeal Mime**  
Fall classes with former assistant to Etienne Decroux, William Fisher, 285-MIME, SF.

**Bert Houle Mime Theatre**  
Private and semi-private lessons (2-3 people. Call 621-6002.

**Comedy Improv Returns**  
with Terry Sand, Femprov member. Develop your humor, creativity, ability to meet new people. Ongoing — Mondays advanced, Tuesdays beginning (7:30-9:00 pm), SFJCC. Drop-in OK. All classes \$7/class. For information call 346-6040, 3200 California St., SF.

**Creative Expression/Acting**  
workshops. Conducted in relaxed, non-competitive (and fun!) atmosphere. Incorporates theater games, movement and music, with emphasis on freeing your emotional and physical energy. Geared for beginners and those wanting to improve basic acting skills. (No previous experience necessary.) Improvisation, ensemble work, physical expression, monologue/scenes work all utilized. Starting soon! Please call for more information. Toni or Allison, 625-1908.

**Garage of Destiny**  
Ongoing improvisation lab and film project  
**Destiny**  
\$80/8 two-hour sessions.  
Free sample class

#### TUTORING

Tutor available for children. Reading, math and comprehension, from certified teacher. Deborah, 621-3293.

**Provocative!**  
**GUARDIAN CLASSIFIED**  
824-2506

#### WRITING

**Tutoring in Writing**  
By M.A. candidate. High school, college students, business people. 626-2609.

**Fiction Workshop**  
If you're ready to share your work with others or just want to start writing again, now is the time. Ongoing workshop meets weekly. Tuesday evenings, \$25 per month. Come to one meeting free. 673-0148.

**Writing Workshop**  
For writers of fiction, non-fiction, and scripts, this workshop incorporates critique, marketing and networking. All levels. Barbara De Marco, 824-3805.

## Merchandise

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**Better Lovemaking or Your \$\$\$ Back**  
**SEXUAL SOLUTIONS**

For Men and the Women Who Love Them  
by Michael Castleman

- "Your words are magic. My husband and I had a fabulous romantic breakthrough."
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Only \$10.95. Checks to Self-Care Associates, 55 Sutter St. #645-B SF, CA 94104. Discreetly packaged. Unconditional money-back guarantee.

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Delivery to your office in downtown San Francisco. Call MS-III Company, 332-5887.

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Sell your vintage clothes, old roller skates and Barbie dolls for ready cash in Guardian Classified. Call now, 824-2506.

Find out what's new in French art and literature. Witness the explosion of expatriate creation in Paris. Support Paris' hottest new English-language magazine, Read Paris Exiles. Copies of Nos. 1 and 2 now available in bookshops around the Bay area or by mail (\$4 per issue) from: Paris Exiles/US Bureau, 184 Funston Avenue, San Francisco, CA 94118.

Prevent bladder, yeast infections after sex! I discovered a way without taking medicine, spending money or giving up sex. SASE, \$3 to Gloria Sinclair, P.O. Box 17131, Oakland, CA 94661.

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**Building Materials Galore!**  
Cabinets, doors, windows, sinks, tubs, bricks, you name it. Urban Ore Building Materials, Sixth and Gilman, Berkeley.

#### CLOTHING

**SF's Best Kept Secret!**  
Nearly new Esprit, Claiborne, Kamali, Klein, Piconne. Sizes 4-14, \$5-\$25. Wardrobe and color consultation included. By appointment only. The Clothes Connection, SF, 282-7181.

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**Apple IIe Computer**  
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#### CREATURES

Handsome quarter horse gelding. A real gentleman, perfect for intermediate rider. \$1000 or best offer. For more info call 726-6103, leave message.

Close knit pair of sweet male kittens seeks gay household. Complement your lifestyle. 621-5941.

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**Oriental Rugs**  
Small collection, good wool and wool/silk. Kashmiri and Indo-Tibetans at pleasingly low prices. Personally selected in Asia and directly imported. Not a store so please call Martin Watkinson, 653-5833. Evenings 626-5954.

**Unique Leather Masks**  
for art collectors or Halloween lovers. Wearable sculptures of fantasy faces. Call the artist, 929-0864.

**Comet Halley Calendar**  
Beautifully done ceramic tablet calendar for the next 1000 years of Comet Halley appearances. Special Chinese, Sanskrit and English edition combined. \$100. Send check or money order to Robert Furbach, PO Box 24841, Oakland, CA 94623, or stop by my shop at 4701 San Leandro St., Oakland, CA.

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**Beds Beds Beds**  
Brand new irregulars, mismatched odd & ends.  
Hundreds in stock, all sizes  
Mismatched twin sets from \$49  
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Many other qualities and prices.  
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Finished or unfinished, custom-built available. Fully disassemblable. Need more space? Try a loft with built-in closet. 641-4413.

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Recycled furniture, home furnishings, high quality, low prices, swell stuff. New things daily. Urban Ore, 1231 2nd St., Berkeley, 526-9467. Daily, 8 am-4:30 pm.

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Traditional Japanese floor covering combining a look of elegance and simplicity.

**GREEN DRAGON**  
(415) 528-3350  
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**Futons Mfg Direct Prices**  
Queens—14 layers, 60 lb., \$99.  
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**Buy Futons At Factory Direct Prices**  
100% COTTON  
FUTONS  
FOLDING  
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**Tatami Mats**  
Traditional Japanese floor covering. Finest quality, lowest prices. Free delivery. 282-8427, anytime.

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**Dolls! Dolls! Old Dolls!**  
Wanted! Doll parts too. Also old trains, old toys, old postcards or related items. Immediate fresh cash on the spot. Please call: 661-DOLL or 661-TOYS.

**Old Rugs, So. Amer. Textiles**  
Antique Oriental rugs, Navajo rugs, Peruvian textiles wanted. Call 931-5088, any time.

Wanted: portable electric typewriter, small microwave oven good condition. Call Doug, 824-7660, 10-5 Tuesday, Wednesday, Thursday.

#### MUSICAL

**Gilt-iar Junkyard**  
Hundreds of deranged guitars, basses and amps. Bargain prices. strings, parts, complete repair service. Subway Guitars, noon till 6 pm. 841-4105.

Piano for sale. New Kimball console. \$1850. Call evenings, (415) 346-3169.

Ovation Legend with case seven months old, perfect condition. \$500/best offer. Call in the morning, 861-6634.

#### OFFICE EQUIPMENT

**De-filed**  
Five-drawer, letter-size, orange, metal filing cabinet, suspension, with hanging file folders and frames. \$125. Call 621-5660.

# BOO!

Catch the spirit of San Francisco's favorite holiday by checking out the various tricks and treats listed here.

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Silk Kimono Tansu  
ANTIQUES  
NEW!  
Collectible Japanese Science Fiction Character Toys and Robots.  
OPEN WED - SAT 11-6:00  
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**Stagecraft Studios**  
Halloween Costumes  
Haunted House Lighting  
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Extended Hours for Halloween: Sun-Sat 10-5:30  
1854 Alcatraz, Berkeley  
653-4424

**WESTBRAE NATURAL Taffy**  
Sweetened only with Rice Malt Syrup, in seven chewy, delicious flavors!!  
Bring a bag home... Just in time for Halloween!  
Westbrae Natural  
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Quality Hats  
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**MASKS**  
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2510 Telegraph (near Dwight)  
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**Magana's Bazaar Boutique**  
The Raj Opulent look for Halloween. Dress like a Sultan or Maharane Egyptian or Harem Dancer. Costumes for sale or rent.  
9 Clement Street  
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11 am - 8 pm 386-9799  
Baptiste Center of Belly Dancing  
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**HALLOWEEN TEES**  
483 - 3rd St. S.F.  
black/white \$ 8.50  
white/black \$ 7.75  
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Contemporary & Vintage Clothing For Men & Women  
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CARDS • TOYS • NOVELTIES  
GIFTS • BALLOONS  
COSTUMES • MASKS  
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OPEN EVERY DAY  
1193 CHURCH ST.  
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ONE STOP PARTY SHOP  
DELIVERY

**HALLOWEEN PSYCHIC FAIR**  
Psychics  
★ Palmists ★  
★ Tarot ★  
★ Astrologers ★  
★ Aura Photography ★  
★ LECTURERS ★  
★ Win Free Readings ★  
**COSTUME PARTY**  
Special Evening Event  
Trance channeling \$7.00 includes costume party 7 pm. Topic: "Spirits That Guide Us From Other Dimensions" as a trance medium Jon C. Fox will bring through "Hilarion" to talk about nature spirits, extraterrestrial beings, ghosts, enlightened spirit masters, and how to contact your personal spirit guides.  
**COME IN COSTUME**  
ALL DAY 12pm to 6pm  
**SAT. OCT. 26**  
\$2. **GOthic MANSION**  
160 NIGHT ST.  
San Francisco (2 blocks from Market)



## BIG MOUTH OFFICE FURNITURE



LARGE SELECTION  
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FREIGHT DAMAGED  
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1129 Airport Blvd., South SF  
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15 Minutes from  
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We make money the old  
fashioned way. We sell cheap.

### PHOTOGRAPHIC

**Even the Darkroom Sink**  
Broncolor strobes, two heads, 600 w.s., infra-red sync, one light stand, one umbrella, sturdy case on wheels. Perfect condition, \$1200 or best offer. Darkroom: sink, safelights, water filter, trays, tanks and reels, fan, print washer, drying cabinet, print dryer and silver recycler, \$350. Nikon series E 70-210 1:4 zoom lens, \$200. Nikon 105mm f2.5 lens, \$125. Vivitar zoom thyristor 285 strobe, \$50. Call 621-5660.

### SPECIAL SALES

Big two-family sale. China, crystal, furniture, collectibles. No clothes. 2815 Regent St. Berkeley, Sat. Oct. 26 9:30-3.

### SPORTING GOODS

**Cross-Country Skis For Sale**  
Fisher fiberglass 195 CM waxable skis with poles and size 8 women's boots. \$45. Ellen, 431-2554.

## Notices

### MESSAGES

**The Episode**  
Part 2. The saga continues. Friday finds our hero, the Landshark, fighting his way through a case of the "feels." A relentless foe, if ever there was one. All is right in the Sunset, however, as the Ninja protects landsharks and neoborns. How about some mussels? Mooooo.

I am lying in the street at Divisadero/Geary, after an auto/pedestrian accident. It is February 28, 1985, 4:15 pm. You are a young man, 28-30, Medium height/weight, longish dark blond, curly hair. You stood on the center island and offered to testify, but I wasn't in a position to take down your name. I know you were sincere. Please, I need you now. There is now involvement required. Just recount what you saw, by phone, to an insurance agent. Please call John, 626-1328, evenings.

**Kiss Of the Spider Woman**  
We met at a Saturday matinee over a month ago. You sat next to me. You wore a beautiful grey jacket. You offered me a ride home afterwards. Let's see a movie again. Guardian Box #722.

## Notice To Readers

Our famous Relationships ads have been sub-classified and made part of a new, expanded Relationships section, located between the Recreation and Services sections. We hope you like the new format.



## HOSPITALITY & MANAGEMENT TRAINING INSTITUTE

Become a part of a unique group of people that make it all happen. Train now for a career in the **Hotel and Restaurant Hospitality Industry**. Fall and Holiday jobs are available part and full time.

Thorough training in:

- Beverage Management
- Bartender Certification
- Food Service Gourmet Catering
- Cocktail Services

(415) 861-3316

1169 Market St., Suite 808, San Francisco

### Want 'Em? We've Got 'Em!

They're young (67% 18-44 years old), prosperous (51% annual household income \$35K or more), educated (95% attended college) and professional (72% hold professional, technical or managerial positions). They're the upwardly mobile consumers you're looking for, and the Bay Guardian serves a more concentrated group of them than any other Bay Area advertising medium. To reach 'em, call Guardian Classified, 824-2506.

## Personal Growth

### COUNSELING & THERAPY

For the changes you want  
to make in your life...

### A Resource for Change

We match you with a therapist  
who can facilitate those changes.

**530-0111**

### Reichian Therapy

...when words no longer work. Help with depression, relationships, sexual and career problems. Day, evening, weekend appointments. Insurance and Medi-Cal welcome. Paul Popper, Ph.D., L.C.S.W. (lic. #PG-8063 and #LK-004527). Ten years' experience. 386-7900, San Francisco.

### Esoteric Psychology

Local classes \$3. "If you continue to think as you presently do, you will continue to suffer as you presently do." 661-0148.

### Cognitive Therapy

A new approach to improving mood by changing the way you think. Licensed Ph.D. psychologist (#PR-7275) trained at University of Pennsylvania. Private office in San Francisco. Dr. Jacqueline Persons, 922-6857.

### Experienced Therapist

In-depth and brief psychotherapy. Fourteen years experience with individuals, couples, families. Specializing in women's development, self-esteem, relationships, eating problems, dependency and problems experienced by rape and incest survivors. Sliding scale. Joan Bonnar, Ph.D. (415) 647-8445.

### Encounter Groups

Experience a safe place to tell the truth. Expand your support system. Palo Alto, Tuesday evenings. San Francisco, Wednesday evenings. Berkeley, Thursday evenings. Sliding scale. Joe Chan, M.D., has long Esalen involvement. 982-1008.

### Gestalt Group

in San Francisco. Wednesday evenings, accepting new members. For information call Wayne Counsel, MA, or Wilma Bass, MA, 821-1682.

### Art Therapy

A verbal and nonverbal approach to counseling with children, adolescents, adults, couples and families. Alex Silberstein, A.T.R., MFCC (#MX-17584), 843-5824.

**Therapy Groups For Women**  
Small, long-term. Problem areas: Depression, isolation, compulsive eating, anger, intimacy/autonomy, etc. \$15/two hour weekly session. Sami Gray, MFCC, 564-6359.

**Single Adults Therapy Group**  
The group addresses such issues as shyness and fear of rejection, breaking old patterns, being angry constructively, watching out for one's needs and handling loneliness. Alice Large, LCSW, 853-5685, and Joe Cristofalo, MFCC, 548-3434.

**Asians/People Of Color**  
Insight into interracial relationships, ethnic and cultural issues, sexual identity, family and divorce issues. Jennings Gee, LCSW (#LH-9426), 893-9027.

### Psychodrama Group

A unique form of group therapy using action methods. It is fun and a great way to create powerful personal change. No drama experience needed. One day workshops also offered. Judy Wohlberg, MFCC, (#MT-19859), 641-1243, 644-4477.

## Counseling with warmth, wit, care and common sense

Heart-to-heart talks examining your personal history, your social/political environment, giving new options.

**Linda Hirschhorn,**  
MFCC, 654-0799

### Dreambodywork

We believe your dreams, body symptoms and relationship troubles are not just problems to be cured, but can be transformed into a more creative expression of your individuality. Training seminars; individual, relationship and family counseling. Sliding scale. Group for Process-Oriented Counseling. Trained in Zurich by Dr. Arnold Mindell, 647-8785, 550-7707.

## Individual Family Child

COUNSELING AND PSYCHOTHERAPY

Specializing in Relationships  
Personal/Spiritual Growth,  
Religious and Ethnic Minority Issues

**Frank Chooi, Ph.D.**

MFCC (lic. #MA-20472)  
**Berkeley, 548-8938**

### Patricia Chernoff, LCSW

Experienced, caring therapist offers individual, couples, family therapy. Sliding scale and insurance accepted. (Lic. #LR-10978.) San Rafael, 457-5171.

### Experienced Psychotherapist

Jungian/eclectic, individuals and couples. Dreamwork, creative process. Pat Bixby, M.S. (lic. #LQ-001495), 285-4279.

## INTEGRAL COUNSELING CENTER

(California Institute of Integral Studies)

### GROWTH COUNSELING

A holistic approach—harmonizing and integrating the spiritual, mental, emotional and physical aspects of one's being. Individuals, couples, groups. Sliding fee scale.

1782 Church, SF  
648-2644

### Psychotherapy: Men's Issues

Existential-Jungian psychotherapy for men's issues of power, intimacy, relatedness, passivity. Seasoned therapist, sliding scale. SF/Petaluma. Abigail A. Grafton, MFCC (lic. #M-7697), (415) 453-7220.

### Advanced Therapy Group

Existentially oriented group for individuals deeply committed to their personal growth. Appropriate for men and women who are in personal therapy or have therapy experience. Seasoned therapist. Sliding scale. Individual psychotherapy also available. Abigail A. Grafton, MFCC (#M-7697), (415) 453-7220.

### Counseling for Gay Men

Support to help you clarify ambiguities and work on your concerns. Alan Ellis, MFCC (#MS-20011). Insurance accepted. 285-3310.

### Adult Children Of Alcoholics

Individual and couple therapy focusing on issues of intimacy, guilt, co-dependency, self-acceptance. Sliding scale, insurance accepted. Peter M. Schumacher, MFCC Intern (#IR-5769), Lory Anderson, MFCC (#M-8035), (415) 821-1852.

### Women's Psychotherapy Group

A supportive therapy group for women interested in working on issues of self-esteem, intimacy, anger, isolation and achievement. This group is appropriate for those who are undergoing a transition in their lives or who are interested in improving the quality of their lives in their present situation. Over ten years of experience leading women's support groups. Individual psychotherapy also available for men, women and couples. Sliding scale fee and insurance accepted. Jackie Berry, MFCC, (lic. #MH-19305), 652-0246.

## Psychotherapy for Positive Changes

- Develop more realistic self-concept
- Gain insight into self-defeating patterns of behavior
- Achieve better interpersonal communication
- Marriage/divorce counseling
- Adults, Individuals, couples, sliding scale

**P.G. Maxwell, Ph.D.**

(Lic. #M-17843)

921-7028, San Francisco

## Individuals and Groups

- Individual Counseling
  - Supportive Psychotherapy
  - Assertiveness Training Groups
  - Sliding scale; insurance accepted
  - Evening and weekend sessions
- Gail Schultz, Ph.D. (#PI-8901)**  
**Phillip Tsui, MSW**  
**Sheryl Hausman, Ph.D.**  
(Registered Psych. Assistant)  
**750-3343**

### Individual, Couple, Family

therapy. Issues pertaining to personal growth, relationships, single parents, teens, alcohol/drug abuse, family transitions. Sliding scale, insurance accepted. Peter M. Schumacher, MFCC, intern (#IR-5769), Lory Anderson, MFCC (#M-8035), (415) 821-1852.

### Serious Dr. W/Sense Of Humor

Twenty years experience. Good at psychotherapy. Call Jim Horewitz, M.D., 653-6548.

### Adult Children Of Alcoholics

Group exploring the effect being raised in an alcoholic home has on your adult life; feelings of emptiness, inadequacy, isolation, depression. Judy Wohlberg, MFCC, (#MT-19859), 641-1243, 644-4477.

Support groups for men and women. Nurturing, supportive environment. Call with questions, 824-4384.

**Problem Solving, Anger, Stress**  
Howard M. Fleischman, Ph.D. (#SD-10892). Individual psychotherapy. Sliding scale fee. 824-4397.

**Victimization To Empowerment**  
Licensed psychotherapist specializing in work with: depression, adult survivors of abuse/neglect/alcoholism in families. Affordable fees. Sami Gray, MFCC, 564-6359.

**Low Fee Psychotherapy**  
Individual, couple, family, adolescent. Licensed professionals, sliding scale, medical insurance. Pacific Counseling Associates, 479-8064, SF, Marin.

**Primal Therapy**  
The Center Within, longest established Primal center in Bay Area. 2820 Adeline, Berkeley 94703, 548-3543.

**STEPHEN S. MARTIN**  
MFCC License M-16455

Crisis Counseling, Consultation  
in North Beach  
Couples/Individuals  
Sliding Scale/Insurance  
By Appointment

771-7436

**Let Go and Move On!**

Psychodynamic/problem-solving therapy helps you work through issues from the past impeding functioning. Specialties: break-ups, incest, co-alcoholics, adult children of alcoholics, children of Holocaust survivors, the military. Oakland. Karin Wandrei, LCSW, 839-1097.

**Therapy Referral Service**  
Do you want help with personal problems or life transitions? Unsure about how to get it? The Therapy Network provides personal evaluation and referral to experienced, licensed therapists. 769-3812.

**Therapy and  
Consultation**

Using a supportive approach for relationship difficulties, family conflicts, personal problems, life crisis, and transitional situations, depression and anxiety. Individuals couples or families. Sliding scale. Insurance accepted.

**Elaine Kessel**  
Lic. MFCC, 567-2944  
(Sacramento & Locust)

**GESTALT INSTITUTE  
OF SAN FRANCISCO**

**AWARENESS PROGRAM**  
EVERY MONDAY, 7-9 pm, \$5

Come join us in a safe, supportive, small group. The Gestalt approach focuses on HERE and NOW.

We explore with you your feelings, conflicts and problems, and help you deal with them.

NOW: Ongoing groups. Call for information.

**GESTALT  
COUNSELING CENTER**  
Sliding Scale  
320 Judah, SF 665-8200

**Are parts of your life not  
working for you?**

I'm experienced,  
mature and caring,  
and I have  
helped people with  
many different  
kinds of problems.

**LET'S TALK  
ABOUT IT.**

Talking  
with a  
therapist  
can make a  
difference.

Kay Taneyhill, Ph.D.  
Marriage, Family  
and Child Counselor  
MFCC Lic. #MJ17056  
944 Irving Street  
San Francisco, CA 94122  
(415) 826-6269

**Angry? Fearful? Confused?**  
Pauline Holmes, Ph.D., insightful counselor and hypnotherapist. Questions welcome. SF and Berkeley. Affordable. 387-3033.

**Exceptional Children**  
Counseling for families with children or adults suffering mild to severe disabilities. Systems for Family Change. Alan Sigel, M.F.C.C. (#MX-20658), (415) 731-1952.

**Low Fee Therapy For Women**  
Well trained, experienced therapist for women wanting to explore issues of family, relationships, work, self-esteem. Barbara Dunlap, LCSW, 387-8158.

**EXPERIENCED  
PSYCHOLOGIST**  
• Depression, Alienation, Self-esteem  
• Anxiety, Job Stress, Phobias  
• Sexual Dysfunction and Couple Problems  
• Career Change, Vocational Testing  
• Free Initial Consulting

Individualized therapy integrating insight, behavior changes and clinical hypnosis. Caring, humanistic approach. Insurance accepted.

**Myles Friedland, Ph.D.**  
Licensed Psychologist  
652-3344

**For Women in Transition**  
... who are struggling to make changes and to gain more control in work and relationships. Understand beliefs from the past which are no longer appropriate for today, including ideas about self-sacrifice, guilt and success; independence, survival and loneliness; conflicts about being powerful at work; and recurring relationship difficulties. I specialize in individual psychotherapy for women who want fuller lives. Nikki Cohn Tureen, MFCC (lic. #MW-18111), 931-3129.

**Where Your Parents Alcoholic?**  
A group is now forming for adults who want to understand what it means to be raised in an alcoholic family, and the powerful psychological impact this has on their lives today. Group will meet once a week. Individual and couple counseling is also available for those who want to change self-defeating patterns of behavior and achieve personal growth. Ellen Levinger, MFCC, (#MN-19571), experienced alcoholism therapist. Call 346-1198, San Francisco.

**For Bisexual men's support group, see  
PERSONAL GROWTH: SEXUALITY  
classification.**

**Agoraphobia**  
I know panic attacks are painful, but they can be treated. Licensed psychologist (#PM-4046), with twenty-two years experience.

**Aron Spilken, Ph.D.**  
824-8925

**Therapy Groups  
for Therapists**

Open to counseling/mental health professionals and trainees. For personal and work-related issues. Ongoing groups meeting Tuesdays or Wednesdays.

Led by Arthur Raiman, Ph.D., licensed clinical psychologist (#P-7795), Assistant Clinical Professor, UCSF.

San Francisco, 567-9375.

**Fort Help  
Counseling Center**  
Develop your understanding of yourself in the presence of a compassionate, empathic counselor. Convenient location at Fifth and Mission.

**Sliding Scale Fees**  
546-7779

Jessica Kirk's Relationship Counseling, see RELATIONSHIPS: SEMINARS & COUNSELING classification.

Karin Wandrei's Relationship Break-up group, see RELATIONSHIPS: SEMINARS & COUNSELING classification.

Married to a gay? See RELATIONSHIPS: SEMINARS & COUNSELING classification.

Support Group  
A safe place to make the journey back from loneliness and isolation to warm and intimate relationships that enhance rather than stifle growth. Led by a caring therapist with twelve years of experience. Wednesdays, 8-10 pm. Mill Valley. Private therapy also available. Michael Walley, MFCC (lic. #MX-6430), 848-2686.

**Holistic Psychotherapy**  
Providing a supportive atmosphere in which to explore growth, relationships, crises, conflicts. Sliding scale, free initial session, insurance accepted. Cynthia Cornell, M.D., psych. assistant #SB-10484, 665-1494

**Counseling For  
Professional Women**  
Specializing in issues of personal power, self-esteem, relationships, career, compulsive eating, baby panic and grief. Feminist, Gestalt, transpersonal approach. Eight years experience. \$40-\$60. Insurance. Inner Sunset.

**Sara Alexander, M.A.**  
MFCC intern  
759-9975

**Are parts of your life not  
working for you?**

I'm experienced,  
mature and caring,  
and I have  
helped people with  
many different  
kinds of problems.

**LET'S TALK  
ABOUT IT.**

Talking  
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• Career Change, Vocational Testing  
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I know panic attacks are painful, but they can be treated. Licensed psychologist (#PM-4046), with twenty-two years experience.

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**Sara Alexander, M.A.**  
MFCC intern  
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Talking  
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can make a  
difference.

Kay Taneyhill, Ph.D.  
Marriage, Family  
and Child Counselor  
MFCC Lic. #MJ17056



Massage-shiatsu, specialize in neck, shoulder and back release, also sciatica. Gentle but deep, definitely not sexual. Certified and licensed, 441-8064.

**ROLFING®**  
Leland Meister, M.A.  
Certified Rolfer  
648-2676  
Free consultation

Totally relax with powerful combination of Reiki energy work, massage, visualization. \$25/hour, Ed, 824-7022.

Slow focused deep gentle bodywork in rhythm and resonance with the breath brings awareness and change. Richmond district office. Patricia Dodd, 285-8879.

**Beyond and Back**  
Certified masseuse with intuitive approach. Guaranteed better than Valium. Noe Valley. 821-2203.

Shiatsu massage for women in your home. 1 1/2 hour thorough massage utilizing acupressure points. Quality, caring work at reasonable rates. Sharon, 626-2559.

East Bay massage: quality Swedish massage by sensitive masseur. Certified. North Oakland. Kristopher, 653-8559.

Meditative, relaxing, Swedish oil massage. 1 1/2 hour session, first time \$20. Certified masseur. Purusha, 641-1992.

**Black Masseuse**  
Swedish/shiatsu therapy. Licensed. Holistic Institute. In/out \$30/hour. 9 am-7 pm. Nonsexual. Rocky, 431-8869.  
Excellent Swedish massage by experienced masseuse. In the Haight \$25. Nonsexual. Margaret, 621-0379.

Overworked? Under stress? Massage can help life become more manageable. Pamela, 665-6478.

Seven days only: one hour shiatsu massage, \$16. Certified. Japanese trained practitioner. Syd, 821-6923.

**\$24 Full Swedish 929-8273.**

**Spoil Yourself**  
Deep tissue/shiatsu. Revitalize your body, mind, spirit. Nonsexual, holistic, compassionate. Kym, 550-6928. 1 1/2 hours — \$40.

**Oriental-Swedish**  
Massage acupressure. Nonsexual. Licensed. Five years. Civic Center. Susan, 431-4962.

**Massage Therapy**  
For those interested in self-care and self-exploration through deep muscle and breath work. Let's talk about what you need, for appointment, call Laura, 626-1760.

**Superior Massage**  
with sensitive hands by professional. In/out. 24 hours. Call Mark, 441-5141 X504.

**Aches? Pains? Feel younger!**  
Rejuvenating, deep-tissue Swedish massage, complemented with gentle acupressure. Certified. Richard, 282-3417. Outcalls available.

**Seifukujitsu Therapy**  
The College Medical Clinic now offers traditional Japanese Seifukujitsu massage. Call for appointment, 41-6885.

**Be In Touch**  
with loving hands. Healing, supportive, professional. 285-2166. Carlos.

Excellent massage and bodywork by certified practitioner. Top references. Berkeley. Tina, 848-9925.

**Therapeutic Massage**  
Announces a special, \$15 for a shiatsu or a free sauna with a Swedish. Call Dennis, 931-4534.

**Music Meets Massage**  
Do you love classical music?  
Do you love massage?  
Treat yourself to a classical massage  
Tues.-Sat., 5-10 pm  
Intro \$20, regular \$30  
Leonard Nightingale  
647-4050

## METAPHYSICAL

**Numerologist**  
Readings and consultations. Understand self, friends, lovers, and business associates better by uncovering latent motivations and past life experiences. Practical focus. Get rid of extra baggage. Amplify power-giving aspects. Affordable for all. Call Ann Elizabeth, 826-4546.

**Update Your Chart**  
Landis Green, holistic astrologer. Twenty years experience. Author of *The Astrologers Manual* (Arco). 465-6369.

**Free Brochure Call 824-2016**  
Tarot readings, intuitive awareness, meditation techniques, lessons on tarot. Jack Love Sullivan.

**Past Life Reading**  
Detailed, specific. Seven years experience. Individual/couple. Anna Alethia. M.A. Psychology. 431-6818.

Psychic palm card readings. I'm gifted with this amazing unbelievable power of ESP. Advice on love, marriage, business, health. Sarha, 441-5742.

Astrology, tarot, predictive, realization, relationships, timing, financial, health, fast, accurate. 543-4723. Gramalkin.

## NUTRITION

**Fatigued?**  
Holistic health. Unique method pinpoints potential problems. Energize! Build vitality with proven, natural nutritional program. Christa, 587-9006.

## PSYCHIC

**Psychic Counseling & Healing**  
Clear, specific information; personal, spiritual, career guidance. Healing. Fifteen years professional experience. Elissa Heyman, 441-8441.

**Psychic Readings, Counseling**  
by Kay Brockway. I specialize in body weight, personal relationships and career issues. 931-4377.  
Combination psychic diagnosis and healing massage. Heal yourself by knowing your condition. Nonsexual. 665-1574.

The Institute For Psychic development is now offering classes in SF. Learn how to develop your psychic abilities. Beginning classes start the first week of November. Meditation, Healing, Kundalini, Male and Female Energy, Clairvoyant training, and free healing clinic. For information, call 540-7301.

## RETREATS

**Esalen Workshop in Big Sur**  
"The Complementarity of Art and Physics" by Leonard Shlain. This workshop, (Nov. 1-3), will explore the connection between two unique languages: art and physics. Each describes and interprets the world in a different way, yet there is an underlying unity in how each apprehends reality. The artist's image and the physicist's formula are the same vision, they are simply conveyed with different symbols. In a seminar setting, an extensive slide presentation will amplify the above theses and invite group discussion. The works of Leonardo, Monet, Cezanne, Picasso, Pollack and many others will be compared to the insights of Aristotle, Newton, Einstein, Bohr and Heisenberg. Anyone with an interest in either field should find this weekend provocative. Call 563-2567 for information.

## SEXUALITY

**Sex Education & Counseling**  
MARIN CENTER  
FOR SEXUAL CONCERNS  
Seminars • Workshops • Counseling  
JOAN A. NELSON, Ed.D.  
Marin & SF hours, by appt.  
(415) 453-6221

**Freaked About Herpes?**  
Discover how you can make it a positive and healing experience. Individual and group sessions. Steven Kessler, MA, MFCC intern, 834-5399.

## Sex Therapy

For Those seeking the best...  
Katherine Yates, MFCC  
Anne Wiewel, RN  
547-1763

**Sex and Social Skills**  
Ask Isadora! Non-threatening workshops and individual consultations in sexual, social, communication concerns. Isadora Alman, 386-5090.

**SEX COUNSELING**  
Effective, short-term Therapy  
DEENA ANDREWS, MHS  
Certified; experienced  
Surrogate referral, both sexes  
Reasonable Rates  
24 hr Info (2 min) 763-4717

**"Freedom Not To" celibacy support group.** Information: Celibacy, Box 2012, Berkeley 94702.

**Bisexual Men's Support Group**  
Focus on communication and relationship issues involved in acknowledging oneself as a bisexual person. Individual and couple counseling also available. SF. Ron Fox, M.A., MFCC Intern (MR-006150). 751-6714.

**Gemini**  
Northern California's nonprofit group for heterosexual couples interested in exploring male-dominant/female-submissive erotic relationships in a safe, supportive, confidential atmosphere. Novice or experienced welcome. For more information, send SASE to Gemini, PO Box 5038, SF 94101.

**Gay In The Corporate World?**  
A workshop for lesbians and gay men.

**NOVEMBER 2-3**  
For Information Call  
567-3161 921-5590

## SPAS

### THE HOT TUBS

Very clean tubs and saunas  
Nonsexual therapeutic massage and shiatsu.  
Also deep-muscle therapy and sportsmassage by Max.  
2200 VAN NESS AVE.  
441-8827  
open 7 days

### Elisa's Health Spa

men and women  
Outdoor hottub, steam sauna and nonsexual massage; Swedish-Shiatsu. Also deep tissue integration by Red. Open 7 days 11-11

**Between Noi/Castro**  
821-6727

**Oseno Hot Tub**  
for women. Open 1 pm-1 am daily. \$4-\$10, sliding scale. Massage by appointment. 955 Valencia, 282-6333.

## SPIRITUAL GROWTH

**TAOIST CENTER**  
Sifu Wei Tsuei, C.A.,  
Chinese Medicine  
Mon-Wed-Fri  
Tai Chi/Chi Gong  
Begins Nov. 7  
Meditation  
420 14th Street  
Oakland, CA 94612  
763-9352

Spiritual awareness emphasized as an effective means of resolving complex personal issues. W.R. Smith, 668-0348.

## SUBSTANCE ABUSE

**You Can Quit Smoking!**  
Stop in one visit, permanently this time. Bob Oliver, hypnotherapist, Berkeley. 524-6116.

## WEIGHT CONTROL

**Obsessed with Food & Weight**  
Women's groups for women who want to change their relationship to food and explore the role of fat and thin in their lives. New groups forming. The Women's Project, 387-9231.

For body weight reading, see PERSONAL GROWTH: PSYCHIC classification.

**Change the Model's Way**  
Change eating habits with Nancy Freedom, certified Neurolinguist, hypno-therapist, ex-sugar addict, yogi and model. Sliding or deferred fee. Permanence Apprenticeship. (415) 428-1184.

**Compulsive Eating**  
Twelve-week therapy group for women. \$20/two-hour weekly session. Insurance accepted. Individual consultations also available. Sami Gray, MFCC, 564-6359.

**Beyond Compulsive Eating**  
Anorexia, Bulimia, Overweight  
Individual Psychotherapy  
Now accepting new therapy group members  
Introductory Workshop: Nov. 16  
Insurance/SF/Berkeley  
Susan Krome, MFCC (#MA-18419)  
Lisa Zaslove, MFCC (#MX-18150)  
(415) 929-8030

## WOMEN'S HEALTH

**Birth Control Blues?**  
Try the Cervical Cap!  
Elizabeth Davis  
753-5997  
Woman-to-Woman Clinic

**Buena Vista Women's Services**  
Offers full range of gynecological services including: abortion, cervical caps, fertility awareness and lesbian practitioners. Call 771-5000.

## Recreation

**BULLETIN BOARD**  
One way ticket to New Orleans/Miami. Good through Dec. 15, 1985. \$120. Jan. 759-0275.

## COMPANIONS

XC ski Bear connection. Share rides and/or lodgings. 841-4455.

Travel Mexico, three weeks with fluent Spanish speaking woman. Leave Dec. 15. 334-5609.

Single WM 41 years old, seeking travel companion. European trip 8-10 weeks, primarily Italy. Easy-going, honest person, possibly Italian-speaking, not interested in exchanging photos. Share expenses. PO Box 801 Sebastopol, CA 95472.

## DINING & DRINKING

**The Best Capuccino in San Francisco!**  
1st Place Winner 1984  
San Francisco Fair  
The Daily Scoop  
18th & Missouri Sts., SF  
Open 10 am - 10 pm, 7 days

## ENTERTAINMENT SERVICES

Victor The Magician. Liven up your party — birthdays to banquets. Amazing! 431-5390.

**Funny Business**  
Original songs composed and performed for your special occasion. Call Rosie, 524-0824.

Flamenco entertainment — songs, dances and guitar from southern Spain. Performs for all occasions. 487-8295.

## GAMES & GAMING

Share winnings of 250 lottery tickets daily. 100 shares, \$5/share plus \$2/order charge. (800) 628-2828 ext. 620.

## INDOORS

**ADULTS ONLY!**



Call & select your most secret fantasy!

(415)  
976-6969  
\$2 TOLL-FANY

**Pleasure Hotline, 976-1122**  
Adult personals. Entertainment, hot talk, risqué jokes. \$2 plus any toll, 24 hours.

**Brenda's Hot Talk! \$15 MCV**  
Relieve your loneliness with friendly people. (415) 881-4666, 24 hours, live!

**Best Phone! Live & Friendly!**  
We offer experience and understanding! (415) 558-8222 Sheila, MCV/AmEx, 24 hours, \$17.50.

**Man To Man Hot Talk! \$17.50**  
Straight or gay, we have hunky men! (415) 221-6564, Rod or Chuck.

## OUTDOORS

Catch 'em aboard the  
**KETCHIKAN**  
Sport Fishing Boat Capt. Jerry Hunt  
981-6269  
Pier 47 Fisherman's Wharf, San Francisco

- Dynamite!
- Fun!
- Go for it!
- AM/PM Cruises
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Pier 47 Fisherman's Wharf, San Francisco

## TRAVEL

Half-cost travel. Ride or drive everywhere. Free listing, membership \$10. 845-1769, 2720 Grove St., Berkeley, CA.

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Airfare, 3 nights hotel, transfers  
Lei greeting/ Breakfast  
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Air only, from \$229

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(415) 775-8725

New carpooling center. Only \$5 fee. Match your travel schedule and share gas cost with others. Call Pacific Ride Center, 992-0381.

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**Travel Time**  
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Nothing like your last bus ride. Enjoy transportation. Seattle \$49; Oregon \$39; LA \$25 weekly. Social vacations for independents; Yosemite weekends \$49. Baja 2 weeks, \$299; team windsurfing \$399. Mainland Mexico 4 weeks \$450 one-way. Mardi Gras 2 weeks \$299. Charters available 821-0803.

**London - \$448RT**  
**Frankfurt - \$494RT**  
**Boston - \$250RT**  
**Kansas City - \$197RT**  
**Chicago - \$232RT**  
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**Bay Area Travel Club**  
775-8703

## VACATION LODGING

**Sea Coast Hide-a-Ways**  
"Wild" Sonoma Coast, Oceanside or Seclusion among Redwoods.  
Hot Tubs! Call for List —  
(707) 847-3278

Mendocino coast, spectacular ocean views, individual cottages in a park-like setting. Kitchens, some fireplaces, hot tub, beach access. \$40-\$65. Mar Vista Cottages at Anchor Bay, (707) 884-3522.

**New Mountain Cabin**  
Sleeps 6+, close to swimming, fishing, hiking. Relax in hot tub overlooking forest 2 1/2 hours east of Bay Area. \$250/weekend, \$400/week. Contact Paul, Monday-Friday, 10-6. (415) 543-4373.

**Sears House Inn, Mendocino**  
Main Street Victorian or cozy cottages with kitchens. Some fireplaces, ocean views. \$35-\$75. (707) 937-4076.

**Cabin Near Russian River**  
with kitchen, TV, pool & hot tub. Two days for \$60 or \$180 per week and up. Riverlane Resort, Guerneville. (707) 869-2323.

Beach condo, Mazatlan. Rent or share with Spanish speaking woman, sleeps 6. December 23-30. 334-5609 evenings.

**Creekside Inn & Resort**  
16180 Neeley Road  
Guerneville  
California 95446  
(707) 869-3623

## Relationships

### MARRIAGE ARRANGEMENTS

WM, American, 25, interested in marriage of convenience with foreign female. Boxholder, PO Box 2105, Alameda 94501.

### PARENTHOOD

**Surrogate Mother**  
sought by Bay Area man. Good health essential. AI, Box 2302, SF, CA 94126.

### SEEKING A MAN

**ADVERTISERS:** Guardian Classified does not print last names, private addresses or telephone numbers in the following three classifications. You must use a commercial mail service, post office box or Guardian Box for replies (no exceptions). Personal abbreviations are limited to the following: M (male), F (female), W (white), B (black), A (Asian), H (Hispanic) and G (gay). We do not want and will not accept advertising that has a purely sexual objective, or that offers anything of monetary value in exchange for companionship. \$7 charge for copy changes after submission or for cancellation.

**READERS:** Address Guardian Box replies to the given number, at 2700 19th St., SF, CA 94110. Address other replies as instructed in the ads. Guardian Boxes expire four weeks after the ad's publication.

**Weekend Husband Wanted**  
for getaways. Slim, single, attractive, fit, 40 self-employed WF seeks tall, lean witty warm wonderful man of substance for adventurous lifetime & quiet evenings home. PO Box 7415, Berkeley 94707.

**Seeking Exceptional Man**  
Attractive, sensitive, romantic, self-assured single, WF, 50, 5'6", 120 lbs. seeks life-long lover and friend, 48-58, to share mutual interests, romance and long walks. Desires laughter and commitment with someone who will appreciate me as special. Not interested in smoking or alcohol. Loves outdoors, physical activity, music, theatre, travel, weekends away. Write Marnie, PO Box 8027-149, Walnut Creek 94596.

Single WF 5'8" sensational, sexy, successful, smart, sophisticated, slender, stylish, sensitive, supportive, silly, sensual, spiritual seeks similar smokeless single M (40-55). Guardian Box #704.

**Good Chemistry!**  
Single WF 41, very attractive, sensual, athletic loves dancing & genuine communication with single WM 36-48 secure & stable in his masculinity. Should be adventurous, sensitive & good sense of humor. Photo helpful. Box 504 Fairfax 94930.

Quality GWM 32 seeks M. Friendship, romance. Box 7613 Berkeley 94707.

**Humor & Heart**  
Very attractive, green-eyed WF, 28, 5'4" seeks laughs and possibly long-term love. Respond if you're a creative-at-heart WM, 26-36, non-controlling but not wimpy, with interests as eclectic as mine. I work in a library, dance semi-professionally, like music from folk to Tina Turner, am a home-body with a sometimes hectic schedule. No Reaganites, please. Guardian Box #714F.

**To the Manor Born**  
Petite athletic outgoing modern but not pompous Audrey 37, would like to meet a smart strong athletic easy going Richard 35-40, to have a ball together. Photo appreciated. Guardian box #717F.

Petite pretty European female 34 who has lived here long enough to have become a modern woman wishes to meet modern, tall attractive single white male 28-40 with whom I can feel a little old fashioned again. Love art movies comedy. Must not mind smoker. Reply to Guardian Box #708F.

Overweight BF seeks sensitive, intelligent, liberal, male, bi OK, any race, for friendship. My interests include classical music, movies, reading, good conversation and politics. Guardian Box #707.

**Relationships ad of the week**  
Couch Potato  
WM, 28, seeks woman to sit around the house and watch TV with. Photo OK, but only if you're not doing anything exciting in it. Guardian Box #715F.  
Guardian Classified awards a copy of *The San Francisco Bar Book* to the advertiser submitting the best Relationships ad each week. Winners will receive their prizes by mail at the addresses given in their ads.



## Friends and Lovers

Rubenesque woman 40, good job, homeowner. Seeks friends who would rather organize kids singing around campfires than go nightclubbing. Write NN Box 40731 SF 94140.

Slim healthy attractive WF seeking divorced 6 ft man 50 to 60 eager to live plan and enjoy life! Box 38 5825 Telegraph Ave Oakland 94609.

Renoir woman, sensual, spirited, scientist who likes jazz and classical music, scuba diving, travel, mystery stories, theater, aerobics, walking in sun and fog, picnics and candlelit dinners, intellectual discourse and philosophical musings, seeks non-smoking male, 40-60 who is romantic, financially secure, physically and mentally active to share time and the adventure of living. Guardian Box #709.

Self-employed, attractive WF would like to meet white professional, financially secure male, 40-55, for possible serious relationship. Prefer old-fashioned principles with today's zest for life, good sense of humor, affectionate and above all, honest and sincere. If you would like to meet someone very special please send photo and phone # to: PO Box 3207, Walnut Creek 94598.

Seriously looking, attractive, intelligent, outdoorsy, professional WF 43. SASE to Box 31, 2550 Shattuck, Berkeley, 94704.

## Let's Be Negative!

Positive-minded gay man seeking monogamous relationship with another man who is HTLV-3 negative. I am an attractive, reliable 37, 5'10", 155#, of Scandinavian origin, and would enjoy sharing my interests in classical music, film, opera & Italian cooking with a man who is easy-going & down-to-earth, non-smoker preferred. If you are between 25-50 please write me with phone & photograph. Guardian Box #725.

## Commitment To Excellence

Pretty, blonde 33-year old female with commitment to excellence in self, work and relationships seeks liberated cooperative man. I'm a strong, independent woman initially reserved but warm, loving and a good friend once you get to know me. I want to build a relationship with an affectionate, intelligent man who can make me laugh, will hold me when I cry and who wants to stick around for the long run. In return you'll get my love, loyalty and a promise to hang in through the hard times. If interested send letter and photo to Guardian Box #723.

Attractive slim WF, rather recently separated, seeks serious relationship with 37-50 year old, articulate, wry, professional WM (preferably psychologically and artistically minded). Child(ren) are a plus. Photo appreciated. Boxholder: Box 137, 2269 Chestnut St., SF 94123.

Attractive European lady 50's cultured well travelled good cook & housekeeper seeks marriage with gentleman 50+. Reply Guardian Box #711.

## Beauty and the Best

Hey, fellas — If you were "the brain" back in school (top 2%) and have done something terrific in life with all that gray matter, I'd love to meet you. About 50 is just right, but as young as 43 is fine if you can relate to a beautiful older woman who turns heads and knows who she is. You're articulate and direct, go after what you want (with integrity), and take outstanding care of mind/body. I'm a sunny WF original, tall & slender with honey-red hair, creative and accomplished yet feminine, solvent (you, too), M.A., good family, loyal to the right man. Only non-smokers, not into drugs/booze. Write to Jasmine, 16 California, Suite 505, SF 94111.

Latina professional working in media looking for long term dance partner prefer warmhearted man 35+ into salsa. Guardian Box #757.

## That's Italian

For some reason I love Italian men. If you are a single Italian professional, age 28-38, I'd like to meet you. I am attractive, blonde, petite, single WF. Photo appreciated. Guardian Box #721F.

You: poet with inner longing for more; visionary yet practical; wanting spiritually, emotionally, physically intimate relationship. Me: WF, 31, Catholic, same qualities, enjoys Kung Fu, dancing, nature and more. RDN 2022 Taraval #1109 SF 94116.

Youthful, attractive, affectionate, sun-loving, professional, 41, single WF with humanist values, looking for playful, life-loving, secure, bright, direct man, 27-45, over 5'9", for fun, friendship and maybe more. East coast man preferred though others certainly considered. Photo appreciated. Guardian Box #811F.

## Kangaroos

and Fosters are two of my favorite things, but Aussie men are #1 on my list. Attractive, charming, energetic single WF wants to meet Australian men. Bring your pet roo and we'll chuckle over a Fosters. Men from down under respond to Samantha, PO Box 8303, Oakland, CA 94608.

## Discriminating Lady

looking for the right man. Intelligent, successful, vital, very attractive, tall, slender, mildly athletic, outdoorish single WF who has an interest in environmental issues, politics, music and art, is looking for a physically fit, very financially secure single WM in his 50s or early 60s, with interests similar to hers. Reply: 1442A Walnut St. #177, Berkeley 94709.

Goodlooking GWM, 29 seeks good looking, masculine, big gay AM, 28-40. Guardian Box #744.

WF 33, recent victim of someone else's emotional casualty, seeks low-pressure goodtime relationship with WM 30-40, witty, bright, non-smoker with no plaid clothing other than shirts! Guardian Box #743.

WF, 39, funny, bright, sensitive, real, wants WM, 35-45, for ever or god walking. Must be affectionate, intelligent, passionate, alive. Photo preferred. Guardian Box #748.

Slee-eyed, raven-haired Eurasian Siren seeks devastatingly handsome Nordic Armenian to share endless nights of passion on a moonlit beach in Trinidad. Reply Box 7321, Berkeley 94707.

## Valley Girl

Divorced F age 50. Likes books, movies, plays, music, scenery, thick Sunday papers, Spanish soap operas. Would like to meet a bright cheerful guy east of Caldecott. Box 3901, Walnut Creek 94596.

## Desperately Seeking Dez!

Decidedly not Susan but I might be Roberta. Actually my favorite film is Diva. Jules? Guardian Box #728F.

Attractive, affectionate Jewish woman, 42, desires relationship with male counterpart. I am successful and enjoy the usual leftish intellectual stuff. If you are funny and dependable, and don't mind two precocious teenagers and some minor inconsistencies, please reply. Guardian Box #734F.

## Bright and Beautiful

Single WF, professional, scientist, 5'6", slim, enjoys dancing, nature, hiking, meditation, jogging, museums, good talk, friends, comedy clubs, music—guess I like just about everything, and I'll try almost anything once (except skydiving)! Would like to meet attractive non-smoking, single man, professional, white or Japanese, 32-39, for friendship possibly romance. Descriptive letter and/or photo appreciated. Guardian Box #806F.

Mature, white professional woman, 5'9", large build, lives in the East Bay, who relishes a wide variety of music, theater, literature, art and movies, seeks male companion over 50 who has a sense of humor, intelligence and is financially self-sufficient. Prefers man who is interested in the possibility of a long term friendship and/or romance. Guardian Box #719F.

Attractive, WF, blonde, slender, intelligent, optimistic. I'm a loyal friend, a good listener, a lover of nature. I miss sharing romantic dinners and Sunday mornings with someone special. I'm looking for a WM, 36-42, 5'10", sense of humor, self-assured. 904 Irving, Suite 243, SF 94122.

## Gentleman — Aware

Lively, loving lady, late forties, longing for sweet lover. Guardian Box #1003.

Intelligent, affectionate, tall professional woman, 33 seeks tall romantic man, 30-40, who enjoys life, is able to express feelings and wants a serious relationship. Guardian Box #742F.

Single WF 28 very attractive, romantic, sensitive, intelligent, ambitious, non-smoking, professional with imaginative sense of humor seeking honest, passionate, monogamous relationship with single WM 28 plus possessing similar qualities. Write Guardian Box #812 and tell me you're the one. Photo appreciated.

Woman artist, attractive, sexy, serious, sometimes crazy, likes: dancing, blues, movies, outdoors, travel; has sense of humor, integrity, 6 yr old son, old car. Seeks similar single warm-hearted man, 34-49, for friendship/romance. Guardian Box #765.

## If It's Not Asking Too Much

All I want in life is to be romanced by one very sexy, dark haired, well-built, incredibly handsome, European male who's a very stylish dresser and who's not afraid of colliding nationalities with a brown skin BF with Ethiopian features, curly hair, 5'3", 29, slim and also a stylish dresser. Besides being romanced I like quiet cozy dinners, long drives, long walks, and long deep talks. So if you're preferably between the ages of 28-39, let's find out about each other's worlds, if it's not asking too much. Photo please. Guardian Box #761F.

## Comet Ally Vows?

I am an attractive pink woman, 30's, looking for you — a sensitive, good-natured man with an active mind. Age, size, origin, profession of tertiary concern — hearts and minds come first. I hope you don't know everything but you do know something. Spirit, art, learning, caring, and — let's have some fun. No impecunious tatterdemallons or Joe Six-paks. No sparkly ceilings. Responsible types, serious contenders only, please. I'm waiting for you. Please write, send pictures. Box 503, 5251 Broadway, Oakland 94618.

Gay Hispanic male, 29, professional, intellectual, attractive, athletic and sociable desires to meet mature, sensitive and gregarious Jewish man for potential relationship. Please send letter to Guardian Box #753.

Attractive single WF, late 30's, with prof. degree, trad. values, seeks single straight WM, 34-44? for serious friendship/commitment. Should like (most): classical/jazz music, camping, theater/dance/opera, hiking, ethnic restaurants, Donald Duck, Niners, Hans Kung, market efficiency. Should dislike (all): cigar(ette) smoke, psychobabble, yuppies, left/right political extremes. Reply Guardian Box #752F.

Are you an attractive, professional, tall WM, 37-47, honest, direct and warm-hearted, with a good mix of free-spiritness, easy down-homeness and class/elegance? Your female counterpart wants to meet you! Native Californians win bonus points! Guardian Box #751.

## Attractive, Amiable, Blonde

Slim, bookish, unencumbered fem seeks sensitive, socially concerned, possibly professional male, 40s, 50s + for good times, possible romance. Box 37, 464 Lakepark, Oakland, 94610.

## Best of Both Worlds

Handsome, athletic bl single WM, 30, seeks similar man for sharing interests, feelings. We're masculine, outgoing, intelligent, healthy, dependable. PO Box 8027-214, Walnut Creek, CA 94596.

Wanted: tall sensitive Jewish male over 40, bright, alive, perceptive, self employed, lives well and is comfortable with female counterpart. No addicts or smokers please. Guardian Box #741F.

Feminine fiery blue-eyed outdoor health nut desires to meet tall (6'+) healthy disease-free male 35 to 45 non-smoker professional bright couch potatoes and TV addicts need not respond. No photo no response. Hayward area. Guardian Box #732F.

## Start Out Light & Easy But

looking for love and commitment if the undercurrents are right. Single WF 36, slim, lovely, womanly wants single WM 34-45, 5'9" or taller, solid build. Can you participate in a relationship—feel, talk, listen, hear, empathize, respond, capitulate, compromise? Can you accept and support the differences in our personalities, life tasks & styles, and join me in the exploration of what we can share? Can you find 50-1000 genuine ways to express love and joy? Willing to ask about birth control before each intercourse? Good humored/natured? Accepting? Solvent? Generous? Responsible? Therapy? Ardent, frequent and considerate sex? Easy Bay? ¾ of the above? I'll try to answer in time. Guardian Box #730F.

## Romanticist Seeks Company

For skiing, dancing, concerts and other interests. I am a soft, warm, yet strongwilled attractive European woman, 5'10" tall yearning to meet a professional man who is over 6 feet and between 38-50. If you are alive, warm, communicative, traditional, honest healthy, fun-loving and have a sense of humor please write incl. tel.# to Box 272345, Concord, 94527.

## Sharing, Caring

Single WF, 30s, petite, pretty, professional with a sparkle looking for special single WM, 35-50, who wants to share his life, is open to fun, song, sports, friends, comedy, travel, building a partnership on friendship foundations. Guardian Box #1001F.

## SEEKING A WOMAN

Single WM, mid-30, tall, slender, BA communications; gone from Stones to Vivaldi; enjoys NPR, SFMMCA, YMCA, NFL; works in creative field; loves exploring SF; drives old Ford; seeks bright, attractive woman for coffee and perhaps romance. Guardian Box #807F.

Handsome single WM, 31, 5'7", good sense of humor, hopelessly romantic, wishes to meet lady 30-40 years old for friendship, possible relationship. Guardian Box #808F.

WM Jewish 29, vegetarian, intellectual, devoted to conscious living, seeks female 27-34, compassionate, communicative, grounded — striving to achieve balance between spiritual and material growth. Honesty, humor, positive attitude and courage are essential. Send descriptive letter for same. Write Occupant, Box 59004 SF 94159

Adventurous WM, 24, 6', 140lbs. Seeks mature woman for fun & romance. I like music, seafood, intelligent conversation, intimacy and humor. I'm intelligent, good looking and considerate. Let's take a chance. Older women encouraged. BH, P.O. 3236 San Rafael 94901.

28 year old male medical student seeks woman for friendship and dating. I am tall, dark, and handsome, and from back East (Harvard, etc.) I enjoy taking walks in Golden Gate Park, eating Asian food, and traveling in foreign countries. Guardian Box #1004.

Married male 36, tall, slim, blondish, masculine, handsome, intelligent, fun, likes women, good lover seeks relationship or affair with sensual, good looking, independent woman who would like this also. I'm ready. Do write Guardian Box #756.

## Endangered Species

Monogamous, straight, handsome male specimen. Tall, trim, sexy, bearded, 40 — tired of roaming, ready to fall prey to energetic, pretty, positive, out-door-loving female, 25-35. Object: loyal, uncaged romance. Phone and photo (promise to return) to Guardian Box #801F.

## Don't Like Living Alone?

Artistic, attractive, affectionate affluent E. Bay single WM seeks petite, playful young (35ish) lady/friend for romantic, adventurous, monogamous relationship. Photo, lifestyle, expectations exchanged. PO Box 5182 Berkeley 94705.

Married WM tall 35 prefers Rubenesque female 30+. Box 1222 Redwood City 94064.

Unconventional, active, healthy single WM (35, 5'2", 165) seeks single/divorced WF 25-35. He: PhD who reads Sunday funnies, classically trained (former) musician who likes country; multilingual world traveler who likes *Prairie Home*; financially stable, good job, leftist, drives 66 Volvo, likes biking, kids. Dislikes: tobacco, barking dogs, pretension. She: intelligent, playful, honest, nonveggie, nondruggie, nonyuppie, (tall?), slender, (single mother?). Goal: longterm monogamous relationship, maybe with kids. Picture appreciated, will return. Guardian Box #726F.

Handsome WM 42, 6', distinguished, sophisticated, sincere, seeks gal with nice legs, 28-37 who enjoys wearing high heels. Photo appreciated. Box 723, San Mateo 94401.

Transplanted native Californian male 31, 5'10", warm brown eyes, mustache, seeks female partner 25-38, have drive, goals, likes parties, quiet fireside talks, outdoors, beaches. Send answer and photo will reply. Guardian Box #755.

Divorced, WM, attractive, nice/stocky build, part-time graduate student/full-time health professional seeks committed relationship with attractive, positive, 5'7"ish, East Bay woman (25-33) with nice full build. We thrive on doing mutually enjoyable activities together. We stimulate our senses by enjoying rock, chess, massage, poker, jogging, musical comedies, sports spectating & power volleyball playing. Guardian Box #754.

## Desperately Seeking Females

20 yr old male needs female pen pals, James E. Campbell, 527-45-8370, Drawer A, Fort Leavenworth, KS 66027.

## Needs Help Bad!

Shy, sexually bashful, introverted computer programmer — BM, tall, no vices needs extroverted woman to lead him down the path of temptation. Please be witty, pretty, not overweight, under 45. Guardian Box #905F.

Bright, ambitious, quiet (not shy), kind, single WM 26, likes dinners out, hiking, trying new things. PhD student in up and coming field. Seeks single WF, 23-31, who is bright, confident, and not into fads. Guardian Box #747F.

## Don't You Hate It

when the ad is funny but the writer turns out not to be? Genuinely humorous, creative, attractive, high energy, enthusiastic WM, late 20's, looking for a smart, lively, attractive, fun lady to explore SF with. No obligation, no salesmen will call. Send short note and phone (photo optional). 309 Judah St., #240, SF 94122.

## Want Woman Backpacker Now.

White male wants to hear from women who will enjoy cross country skiing this winter, long walks now, hot tubs and saunas almost anytime, and backpacking next summer. Ability to relate to kindness, affection, good sense of humor, intelligence, education, country living, and high technology a plus. 41, 5'8", 160 lbs. Box 9585, Berkeley, CA 94709.

Good man in the City, age 36, sales professional, semi-hunk, slightly Jewish, who enjoys swimming, bicycling, aerobics, Art Deco, a good waltz or hambo, radio & computer technology, seeks attractive counterpart, non smoking, Asian or Caucasian F 23-35 for fun, mutual pleasure, growth, & good times and bad. Photo: optional & returned. Guardian Box #1002.

## Doubtful Dreamer

First time ad by irrationally optimistic, God-believing 33 yr old WM who is wondering if this may be an unproductive exercise a dreamer is likely to do. I am not all those qualities typically advertised here. Frankly, I'm rather boring. I'd like to meet a woman who like me is over 5'8", slender and athletic, a book lover and who owns a dog that likes to play alot and travel. Two photos appreciated! I'll return your thoughtfulness with a recent picture. Guardian Box #737.

Oriental-Caucasian lady, attractive and chic, sought by an attractive, professional WM who is a youthful 49. Object — friends to begin with. Dining, travel, entertainment etc. Guardian Box #706.

## A Woman of Substance?

WM professional late 30's. Trim handsome outside, warm, tender and strong inside wishes to meet similar attractive lady with humor, compassion and a capacity for intimacy. Guardian Box #705F.

A very tender, sensitive, married male wants to establish a long-term affectionate relationship with a mature woman who wants a unique person in their life. Guardian Box #901F.

## Towards Zestful Assignment

Tall, attractive WM holistic physician age 50, inquiring mind, playful and soft, avid skier, also tennis and racquetball, greatly enjoys the arts, dancing, dining, and quiet moments, seeks youthful, tall and attractive woman for quality friendship, to share and enjoy the above, and more. Photograph preferred. Reply Box 90, 2124 Kittredge, Berkeley 94704.

Looking for woman with gentle hammer to help me break my shell. WM, attractive, 34, and shy. Enjoy walking, hiking tennis, dancing, driving my first car. Music — mainly rock and country. You hopefully are honest, sincere, creative 25-43 seeking friends for growth, too. Guardian Box #813.

## Ex-Catholic Emma Goldman

needed by aging anarchist for 2 person affinity group. She: 45-50, more or less, outgoing, possibly organizer, writer or something. Has left politics, sense of humor, large teeth, moves athletically. Me: single father, 53, hair black and white, brain in color. Moving imperceptibly to simple lifestyle. Trying to change world but need help. Ex-Catholic still Irish. Like to eat and drink, laugh and read, run and jump. see things. Guardian Box #759F.

## Redhead Seeks Redhead

If you are a goodlooking, positive, redheaded woman, who would like to check out another carrot top (38, single, fun-loving, humorous, goodlooking, professional) then answer this ad, and we'll have some redheaded fun! All letters answered. Photo optional. Guardian Box #752F.

## Seeking Kinky Lady

Desire devilish, aggressive, attractive, playful, bad girl 25-32. Guardian Box #760F.

## Seattle Bound?

Displaced, handsome, California WM, 35, 5'10", 155lb, trim and successful, wishes to meet slim and shapely, attractive SF area younger woman for possible romance. This adventurous male seeks to keep his options open in the Bay Area while acclimating to Seattle and a new position with his company. Fondness for sports, dancing, travel, the arts, and affection in a relationship preferred. Periodic travel to SF expected. Photo appreciated. Guardian Box #814F.

## Discreet Afternoon Adventure

with attractive, intelligent 50ish woman sought by affluent gentle man. Guardian Box #749.

Tall, slim, sympatico hombre of arcane wit seeks slender, elegant yet imish fiftyish lass for this, that and more. Guardian Box #748.

## Fall Together

Tall, nice build, caring, germ-free psychotherapist, writer, musician seeks bright, fit sensual lady under 36, over 5'5 who wants a quality relationship. POB 657, Redwood City, CA 94063.

## Six Foot Two

Bright, funny, interesting, attractive, professional WM, 50, would like to meet a tall, sultry, smart, professional or artistic white or Asian woman (35-45) for companionship and maybe a trip to the moon on gossamer wings. PO Box 7073, Berkeley 94707.

## Tired of Intimate Strangers?

Man, tall, fit, attractive, unconventional yet stable with progressive world view seeks similar qualities in woman, late 20's-early 30's desirous of enduring, power-balanced relationship of nurturance, adventure/with belief that genuine love is friendship caught fire! Jazz, animals, coast-line, satirical irreverence — just some of my passions! Non-yuppies respond with phone/photo Box 1137 2000 Center Berkeley 94704.

## Muscles Complement Your

femininity and intelligence. You are attractive, independent and humorous, like myself. I am a slender, ivy educated WM, 30, unassuming, sensual, part-time professional. Send reply/questions to: 904 Irving St. #226, SF 94122.

## Wanted: Tough Gentle Woman

Cute single tall trim non-smoking easy-going secure professional WM, 32, brown hair, blue eyes, fantasizes young childless individualistic responsible trim blonde with international interests for egalitarian friendship, marriage, kids. Guardian Box #766.

Besides the requisite company for movie going and bicycle rides, I think what this WM, 31, has to offer the interested woman is a sense of the traditional values of warmth, integrity, and humor. Now if you would appreciate collaboration on your uncommon and active approach to living, an impulsive cohort awaits your response. Guardian Box #764.

## I'm Your Goy

Single WM 28 enigmatic Gentle seeking nice Jewish girl from LA with literary affinities and a cute nose. Petite and preupscale preferred with exceptions made for good creative. Let's do some commutes. Guardian Box #809F.

Sensual, tall, professional BM with subtle sense of humor seeks intelligent, affectionate, attractive, sanchified lady, 30-40, for friendship, love and possible marriage. Child OK. Guardian Box #908F.

## Old Fashioned

Single WM, 36 yo, tall, slender, brown hair, blue eyes, financially secure seeks Oriental/Hispanic lady 21+ for formal courtship, love & marriage. Children welcome. Don't be shy & write JR POB 281372, SF, CA 94128-1372.

Jewish M, 42, professional, entrepreneurial, good laugh, good fun, good heart—a nice guy. I'm bright, strong, grounded, dynamic and sexy. I'm sensitive to the people and world around me. I'm looking for a special woman with a great smile, smarts, and eyes that sparkle. Do write Guardian Box #758F.

Seeking a special woman who is adventurous, attractive, curious, playful, sensual, sexy, sincere, slender, versatile, for an intimate relationship at her convenience. I'm a WM, 35, educated, handsome, sensitive, with a wide range of interests. Reply to Box 21, 1800 Market St., SF 94103.

Nonsmoking, unconventionally naturalistic man, 54, musically non-poperatic, invites country-loving woman not deeply influenced by 20th century, preferring naturalness to style, to share one or more quiet days away from overabundance of hominid artifacts, where earth is sweet and singing and yielding of food, beauty and delight. Box 487, San Mateo 94401.

## One Of A Kind

Very attractive man, 38, writer/musician seeks lady friend/lover on spiritual path. I especially value warmth, independence, self expression, commitment. Guardian Box #810.

## Best Friend's and Lover's

Very goodlooking (a cross between Mickey Mouse & Richard Gere), entertaining, well-read, clean-shaven, single hetero WM, 32, a true Leo, 5'11", 155, nice bod, professional (\$38K) with small record company on side & smart as a whip, searching for a warm, expressive, vivacious, intelligent yet playful, humorous (one man) woman to eventually settle down & make a life with. This lovely lady is 18-28, very cute to gorgeous and has a well proportioned/cuvacious (Sophia Loren/Raqueel Welch type) figure. I'd die for Pamela Stevenson. The kind of woman I relate to and who relates to me, loves movies, music (English rock/folk, r&b, anything light but not punk), comedy, vacations in Europe, basketball, good restaurants, picnics at the Palace of Fine Arts, & quiet & romantic evenings at home watching films on the VCR & making love under satin sheets to Santana/Bryan Ferry in a beautiful Marina apartment. I'm extremely candid yet sweet, enterprising, not a workaholic, Ivy League MBA, self assured but willing to admit when I'm wrong, easygoing but not passive, great in bed & have the necessary NY energy/drive/sneakiness needed to get ahead. Not on drugs/booze. Non-smoker. A non-vague photo (will return by mail with mine) and a handwritten note (inc. age, height & weight) on good stationery shows sincerity. Box 59, 55 Sutter, SF 94104.



### Chance Of A Lifetime

Very attractive 21 yr old black male in search of independent woman 18-30 who would like to be the wife of a career oriented husband. Skin deep beauty unimportant. Guardian Box #712.

Male, 38, on disability, seeks warm relationship. 495 Ellis, Box 1427, SF 94102.

Could a woman like you be interested in a virgin like me? Compassionate man with loving eyes, who has a good heart, who likes to have fun, hike, go to movies and plays, or just talk and play a game of cribbage, or better yet cuddle and make love. Interested write Guardian Box #803.

### Sensuous Adventure

Attractive married woman seeks female snuggler (30-45) for outrageous adventures and intimate encounters. Guardian Box #902F.

### Romantic Dinners

I am goodlooking, tall, 8'1", slim, financially independent, intelligent, affectionate, single WM. Would like to meet woman with good heart and warmth. It is essential that she is also pretty and slender (single white woman, 23-33, 5'-5'8"). Guardian Box #1101.

### Couch Potato

WM, 28, seeks woman to sit around the house and watch TV with. Photo OK, but only if you're not doing anything exciting in it. Guardian Box #715F.

Gentle, intelligent, sensual 6' single white teddy bear professional, 37, seeks bright, serious, affectionate woman. We both value closeness, insight, warmth, and indoor pleasures over superficialities, acquisitiveness and athletics. Guardian Box #716F.

### Unhappily Married Man

Tall WM 45, unhappily married for 21 years, looking for a reason to end it, if you are a WF between 35 to 45 and want to help please write, Jack PO Box 492, Moss Beach, CA 94038.

Single professional WM, 35, into meditation, Zen, yoga. Loves nature, massage, singing and simplicity. Seeks sincere, affectionate woman with similar interests. Good looks and sense of humor appreciated. Reply: 1559 Solano, #113, Berkeley 94707.

### Tall, Warm, Goodlooking

WM, 32, active, professional who enjoys theater, sports, dancing, dining out and particularly an intelligent attractive woman as a companion for those activities and more. I like exploring the city but I also enjoy quiet evenings at home with someone I care about. I would like to meet a slim, outgoing woman who is reasonably happy with her life. Prefer nonsmoker. Guardian Box #720.

### Marriage 1988, Child 1987.

Divorced WM, 41, 5'8", 160lbs, nonsmoker, healthy, excellent sense of humor, quick wit, slow hands, intelligent, educated, financially/emotionally stable, avid reader, gardener, backpacker, cross country skier. 8 year old daughter. Will answer letters stating age, height, weight, phone number, time reachable. Photo useful, returned. PO Box 9585, Berkeley, CA 94709.

### Mr. Fix-It

Very attractive handyman (27) seeks challenges repairing boring love lives and broken hearts. For free estimate, send details and photo. Guardian Box #724F.

### Experience is What You Get

when you're expecting something else. The something else that I've been expecting is the real thing and it hasn't happened yet. I'm 35 and a single Jewish male lawyer. I am looking for a thoughtful, accomplished woman (my age or younger) who believes that humor is a natural twin of seriousness (you know, like soup and sandwich?) and has a gleam in her eye and an ear for the apt phrase. I admire Balzac, Shaw, Tom Stoppard, Phillip Marlowe and Studs Terkel. I instinctively see more than one side of most issues and often find myself searching for answers that aren't there. Got any spare answers? Guardian Box #718F.

Single WM, mid-forties, professional, attractive, liberal politically, interests include classical music, art, tennis, flying, nature, and perhaps most important, interpersonal communication. Would like to create a long-term relationship with a youthful (mid 20s-mid 30s), healthy, slender, and compatible single WF. Please reply to PO Box 2544, Novato, CA 94948. Photo appreciated.

**Ideal Imperfect Woman Wanted**  
Attractive, creative East Bay humanist professor/psychiatrist/novelist, 38, seeks a very bright, loving, physically fit and sexually very appealing woman compatible with my values (old-fashioned liberal), philosophical bent (existentialist/pantheist i.e. nature may be indifferent to humans, but life can be revered and joyous nonetheless) and rather ironic sense of humor. I'm 5'9", 155 lbs., athletic, youthful, and having played the role of step-parent, would like to start a family. My ideal woman is in her early 30's, both wise and playful, genuine and kind — someone who will laugh at my stupid jokes, fight with me when necessary, be a friend, brainstorm together philosophically about life, enjoy making love and giggle with me in bed. Please send a photo and I'll return it. Guardian Box #903F.

### Ready For Coupling

Successful entrepreneur. Grew up in NYC. Moved to SF 6 years ago. Diversified background includes: dancer, builder, biz exec, rancher, real estate investor. I'm physically fit, mellowing maverick, 49, 5'7" + 150lb single WM. Enjoy creature comforts, flexible schedule, casual lifestyle, land and water sports, city, country, laughing at myself. Please be a successful, secure, slim/trim, attractive, affectionate, active, talented (35-40ish) woman ready for caring sharing and pairing. Guardian Box #713F.

Widower, German, wealthy, seeks marriage with 30-45 slim girl, photo please. PO Box 1755, Sausalito 94966.

Attr. married woman, new to area, seeks bi-F for warm relationship. Box 125, 1827 Haight St., SF 94117.

Single WM 37, 5'9", 159 lbs., very bright, self assured, sometimes witty, always romantic, well educated, positively athletic, bilingual. Presently enjoying the company of friends, my work and the fruits of financial success, yet missing a woman to share my life. Would prefer someone tall, over 5'7", slim, to early thirties, with no dependents, financially stable, articulate, who is concerned with the inner person as well as outward appearance, yet, to quote a friend, who accepts that imperfection is reality. An affinity for films, skiing, walks, exploring new places, a plus. Photo appreciated but not a must — all replies answered. Guardian Box #702.

Goodlooking male, pasteur-type-setter, homeowner, 39, never married, 5'9", 155 lbs, tired of group therapy and singles groups. Seeks sharp dressing woman in her 30s who likes parties and restaurants as well as country walks and long intimate talks. San Pablo. Guardian Box #701F.

### Rare Specimen

Uncommon WM, 29, 5'8", 130#, has decided it's high time to get down with a F kindred spirit 25-35 for some serious living and loving. Formerly a bicycle racer, gardener, and editor. Long-time activist/organizer/lobbyist turned lawyer. My soulmate is introspective yet world-wise, self-possessed but not repressed, independent yet intimate. She considers herself unusually attractive and sensual, thrives on vigorous aerobic and intellectual exercise, communes regularly with nature, enjoys progressive political work, smiles easily at life's little detours, ponders imponderables, does a mean boogie, and loves a good massage. We each yearn for that worthy companion capable of appreciating our exceptional qualities and building a loving relationship grounded in deepest respect and unflinching honesty. Fellow traveller, life is waiting! Why hope for a chance encounter when we can exchange vitas now? Box 57, 1400 Shattuck, Berkeley, 94709.

Sensitive, sexy brilliant spiritual man; virile yet child-like, successful yet unambitious, cultured but a hippie at heart, lover of all things natural, innocent and wild — seeks deep, open, compassionate, nurturing, sensuous, natural busty woman 18-40. I'm 38, 6', 165#, fine strong body; Tai-Chi, yoga, meditation, therapy background. Carl, Box 149, 2124 Kittredge, Berkeley 94704.

### It's Sunday Morning

The pancakes are warm, coffee's hot, papers ready, and we're chasing each other around the apartment. Single WM, 28, good looking, gentle, kind, honest, with a lot of common sense, seeks monogamous relationship with a single F. You are honest, gentle, unassuming. Let's explore the Bay Area together. Guardian Box #802.

### Tired Of Dull Men? Take a

chance! I have imagination, flexible hours, artistic spirit! Your pleasure first! Max — Box 15068, Ste. 273, SF, CA 94115-0068.

### Crave Lusty Liberated Woman

Do well-written books, coyotes on snowy hillsides, music, climbing steep hills above redwoods, Copola's movies, all weather, cooking, laughing, a man's touch, growing things, photography, your work, thrill and pleasure you? Has experience honed you competent, confident, svelte, acute, moderately cynical, tentiginous, dubitative, beautiful? Would a rugged, interesting looking man, a father, 45, 5'5", irascibly curly copper colored hair, egregiously humorous, hard-muscled, hard hatted, multifariously skilled, self-deprecating, deep-feeling, skeptical, passionately intellectual, with agricultural bent, urban tastes, peripetetic education, deceptive honesty, a non-smoker desirous of sharing and growing, appeal as possible lover, mate, husband? Jeremy, POB 288, Lafayette 94549.

### Seek Spark For Fire

Desire SF lady (28-34) with adventurous spirit, inviting good nature and worldly awareness. A wonderful friendship with handsome age 32 WM awaits you Photo and words to PO Box 421758, SF 94142.

Handsome man 34, fit, 6' humorous financially independent wants serious relationship with attractive intelligent women. POB 5594, Berkeley 94705.

### All Work — No Play — Yet

Successful businessman 44, tall thinks there must be something more to life. Do you know what? Need fine female intelligence to help work this out. Guardian Box #753F.

**Kind Handsome Bright Man 40s**  
Accomplished and interesting wishes to meet and know a graceful intelligent loving woman 25-40 letter and photo to Box 7981, Berkeley 94707.

### I Look Marvelous!

Nice guy, 27, from Europe seeks marvelous woman for marvelous relationship. Guardian Box #745F.

Cute, sexy Italian man, 30, a writer of genteel demeanor, dry wit and good vibrations seeks romance with very feminine, beautiful woman, 21 to 30, with a relaxed, sunny disposition, wit and level head. Prefer goal oriented non-yuppie with late-night tendencies and no lingering attachments. SF Send photo and letter to Guardian Box #904F.

Tall, intelligent, attractive WM professional, slightly middle-aged, into the arts and creature pleasures. My dog is my best friend but could stand some competition. Sense of humor a plus. No workaholics or fitness nuts, please. Guardian Box #727F.

I am an East Bay single WM, 49, 5'8" 140 lb pipesmoker and I would like to meet a slender warm single WF who has a sense of humor, likes herself, does not play games and who wants a relationship based on equality and honesty. Our future together includes attending concerts movies bicycling cooking a meal together hugging hot air ballooning becoming friends and much much more. Guardian Box #729F.

### ArtJock

Art-oriented but not sedentary, well traveled professional seeks input regarding what SF women really enjoy doing. In particular those 25-35 non-smokers who are independent, adventurous, intelligent and healthy. This 30, WM does not want to endure any lonely evenings after a day of skiing this winter. Photo please. Guardian Box #731.

Smooth-skinned man seeks unique, unshaven hairy woman for interesting relationship. Guardian Box #733F.

Would like to have a loving and caring relationship with a woman to engage in discussions of American Indians, to go jogging, camping, dancing and attend plays with age range 23-31 with no children. I am 5'4" with brown and green eyes. I love mysteries, ghost and vampire stories and am enthusiast of Old West and cowboys. My interests are traveling, classical music, religious studies, mythology and playing checkers. Will respond immediately. Guardian Box #820F.

**Tired Of Cool — Give Me Heart**  
GWF mid-30s of wit, smarts, softness, attractiveness seeking same. If you're 30-45, a kind, wise soul in a lovely, passionate body, we simply must meet. Guardian Box #805F.

### SEEKING EITHER/BOTH

**TV Needs Pretty Pre-op TS or**  
Beautiful woman, I'm single WM, 36, tall, dark, ruggedly handsome, intelligent, gentle, strong, sensual. You? PO Box 40502, San Francisco, 94140.

### High Impact

Couple documentary filmmaker 38, and 23 year old grad UC Berkeley seek similar motivated couple or single for innovative relationship. PO Box 9579, Berkeley, CA 94709.

Enthusiastic, heterosexual male, IQ 158 seeks special friends. Interests: lively conversation, helping others, parenting, utopianism, building financial security, sci-fi, computers, futurism, communalism, swimming, art. Value humor, equality, commitment, constructive, non-alienated attitudes. Guardian Box #750F.

### No Membership Fee

We are a straight WF 28 and WM 32, professional, fun, attractive, platonic friends, looking to meet interesting new people for dinners, Trivial Pursuit parties, barbecues, etc. If you're single, straight, M or F, 25-35, and interested in new social contacts, write and tell us about yourself. Guardian Box #763F.

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Guardian Classified can publish legal notices for the City and County of San Francisco only. To place your notice at our low charter rates, call 824-2506.

## FICTITIOUS BUSINESS NAME STATEMENT

FILE NO. 92356  
The following person is doing business as CON-FUSION GLASS WORKS, 1920 Fulton St. #1, San Francisco 94117: Francine Holly Popkin, 1820 Fulton St. #1, San Francisco, CA 94117. This business is conducted by an individual. Signed Francine Popkin.

This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. M. Kane on Oct. 16, 1985.

Oct. 23, 30, Nov. 5, 13, 1985. L-200212

## FICTITIOUS BUSINESS NAME STATEMENT

FILE NO. 91957  
The following person is doing business as CITY RACKS, 400 Valencia, SF, CA: Lawrence N. Cole, 255 Mullen, SF, CA 94110. This business is conducted by an individual. Signed Lawrence Cole.

This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. Higgins on Oct. 1, 1985.

Oct. 9, 16, 23, 30, 1985. L-19518

## FICTITIOUS BUSINESS NAME STATEMENT

FILE NO. 91767  
The following person is doing business as KR PRODUCTIONS, 62 Linda St., San Francisco, CA 94110: Katherine Russell, 62 Linda St., SF, CA 94110. This business is conducted by an individual. Signed Katherine Russell.

This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk Robert M. Kane on Sept. 23, 1985.

Oct. 2, 9, 16, 23, 1985. L-19509

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## FICTITIOUS BUSINESS NAME STATEMENT

FILE NO. 92397  
The following person is doing business as THE RED AND THE BLACK, 156 Pfeiffer, SF 94113: Peggy Harper, 156 Pfeiffer, San Francisco, CA 94133. This business is conducted by an individual. Signed Peggy Harper.

This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. Higgins on Oct. 17, 1985.

Oct. 23, 30, Nov. 6, 13, 1985. L-20022

## FICTITIOUS BUSINESS NAME STATEMENT

FILE NO. 91872  
The following person is doing business as EXPORT AMERICA, 679 Green St., #6, San Francisco, CA 94133: Ira Blatt, 679 Green St., #6 San Francisco, CA 94133. This business is conducted by an individual. Signed Ira Blatt.

This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk Robert M. Kane on Sept. 26, 1985.

Oct. 2, 9, 16, 23, 1985. L-19506

## FICTITIOUS BUSINESS NAME STATEMENT

FILE NO. 92332  
The following person is doing business as COOK OUT, 4818 25th St. San Francisco, CA 94114: Thomas John Zembo, 4818 25th St. San Francisco, CA 94114. This business is conducted by an individual. Signed Tom Zembo.

This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. M. Kane on Oct. 16, 1985.

Oct. 23, 30, Nov. 6, 13, 1985. L-200216

## FICTITIOUS BUSINESS NAME STATEMENT

FILE NO. 92400  
The following person is doing business as 256 LAGUNA HONDA BOULEVARD, 256 Laguna Honda Boulevard, San Francisco, CA 94116: Edward S. Rothchild, 512 Roosevelt Way, San Francisco, CA 94114. This business is conducted by an individual. Signed Edward S. Rothchild.

This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. Higgins on Oct. 17, 1985.

Oct. 23, 30, Nov. 6, 13, 1985. L-20021

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## FICTITIOUS BUSINESS NAME STATEMENT

FILE NO. 92395  
The following person is doing business as THE FOUR CATS, (A.K.A. Los Cuatro Gatos), 3227 Folsom St., San Francisco, CA 94110: Federico Cusich, 958 Girard St., San Francisco, CA 94131. This business is conducted by an individual. Signed Federico Cusich.

This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. Higgins on Oct. 17, 1985.

Oct. 23, 30, Nov. 6, 13, 1985. L-200210

## FICTITIOUS BUSINESS NAME STATEMENT

FILE NO. 92033  
The following person is doing business as DRUMMER'S DREAM, 124 Page St., San Francisco, CA 94102: Soot Halpin, 124 Page St., San Francisco, CA 94102. This business is conducted by an individual. Signed Soot Halpin.

This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. Higgins on Oct. 3, 1985.

Oct. 9, 16, 23, 30, 1985. L-195112

## FICTITIOUS BUSINESS NAME STATEMENT

FILE NO. 91961  
The following person is doing business as HMS APPRAISAL SERVICE, 1565 Chestnut St. #31, San Francisco, CA 94123: Howard M. Schwartz, 1565 Chestnut St. #31, San Francisco, CA 94123. This business is conducted by an individual. Signed Howard M. Schwartz.

This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. Higgins on Oct. 1, 1985.

Oct. 9, 16, 23, 30, 1985. L-19519

## STATEMENT OF WITHDRAWAL FROM PARTNERSHIP

FILE NO. 84304  
The following person has withdrawn as a general partner from the partnership operating under the fictitious business name of WEST-WIND CONSULTANTS, 415 Warren Dr. #1, San Francisco, CA 94131: Marilyn J. Allen. The fictitious business name statement for the partnership was filed on January 24, 1985, in the County of San Francisco. Signed Marilyn J. Allen.

This statement was filed with Donald Dickinson, the County Clerk for the City and County of San Francisco, California, on Oct. 3, 1985 by clerk R. Higgins.

Oct. 9, 16, 23, 30, 1985. L-195111

## FICTITIOUS BUSINESS NAME STATEMENT

FILE NO. 91874  
The following person is doing business as PACIFIC SERIES COMPANY, 226 Staples Avenue, San Francisco, CA 94112: Albert Daniel Brockman, 226 Staples Ave., San Francisco, CA 94112. This business is conducted by an individual. Signed Albert Daniel Brockman.

This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk Robert M. Kane on Sept. 26, 1985.

Oct. 2, 9, 16, 23, 1985. L-19502

## FICTITIOUS BUSINESS NAME STATEMENT

FILE NO. 91711  
The following corporation is doing business as EXOTIC ADVENTURES, 1551 Dolores St., San Francisco, CA 94110: Tur-Nica, INC. (a California Corporation), 1551 Dolores St., San Francisco, CA 94110. This business is conducted by a corporation. Signed Santos Soto (President).

This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk Robert M. Kane on Sept. 20, 1985.

Oct. 2, 9, 16, 23, 1985. L-19503

## FICTITIOUS BUSINESS NAME STATEMENT

FILE NO. 91333  
The following corporation is doing business as NEW WORLD HOTEL, 3491-20th St., SF, CA 94110: Five Associates Inc., a California Corporation, 317 Leavenworth St., SF, CA 94102. This business is conducted by a corporation. Signed Marcial Reyes, Secretary, Five Associates, Inc.

This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. Higgins on Sept. 5, 1985.

Oct. 2, 9, 16, 23, 1985. L-19504

## FICTITIOUS BUSINESS NAME STATEMENT

FILE NO. 91605  
The following person is doing business as WILD PATIENCE PRODUCTIONS, WILD PATIENCE, A CALIFORNIA LIMITED PARTNERSHIP, 1695 Dolores Street, San Francisco, CA 94110: Charles Koppelman, 1695 Dolores Street, SF, CA 94110. This business is conducted by an individual. Signed Charles Koppelman.

This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk Robert M. Kane on Sept. 17, 1985.

Oct. 2, 9, 16, 23, 1985. L-195010

## FICTITIOUS BUSINESS NAME STATEMENT

FILE NO. 91912  
The following corporation is doing business as A. I. S. INSURANCE SERVICES, INC., c/o Glenn, Nyhan & Associates, Inc., 282 Second Street, 4th Floor, San Francisco, California 94105: American Insurance Services, Inc., a Maryland corporation, c/o Glenn, Nyhan & Associates, Inc. 282 Second Street, 4th floor, San Francisco, California 94105. This business is conducted by a corporation. Signed American Insurance Services, Inc., John P. Norris, Vice-President.

This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. M. Kane on Sept. 30, 1985.

Oct. 9, 16, 23, 30, 1985. L-195114

## FICTITIOUS BUSINESS NAME STATEMENT

FILE NO. 92023  
The following person is doing business as TAG ASSOCIATES, 70 Terra Vista #9, San Francisco, CA 94115: Ira George Bibbero, 70 Terra Vista #9 San Francisco, CA 94115. This business is conducted by an individual. Signed Ira Bibbero.

This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. Higgins on Oct. 3, 1985.

Oct. 9, 16, 23, 30, 1985. L-195116

## FICTITIOUS BUSINESS NAME STATEMENT

FILE NO. 92037  
The following person is doing business as KNIT MAVIN OF CALIFORNIA, 821 Market St., #723, SF, CA 94103: Marvin Spector, 1142A Walnut #196, Berkeley, CA 94709. This business is conducted by an individual. Signed Marvin Spector.

This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. Higgins on Oct. 3, 1985.

Oct. 9, 16, 23, 30, 1985. L-19513

## FICTITIOUS BUSINESS NAME STATEMENT

FILE NO. 92035  
The following person is doing business as DRAMUS PRODUCTIONS, 1420 Taylor Street #3, San Francisco, CA 94133: Terry B. Drake, 1420 Taylor Street, #3, San Francisco, CA 94133. This business is conducted by an individual. Signed Terry Drake.

This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. Higgins on Oct. 3, 1985.

Oct. 9, 16, 23, 30, 1985. L-19514

## FICTITIOUS BUSINESS NAME STATEMENT

FILE NO. 92034  
The following person is doing business as PECKOVER ASSOCIATES, 960 Anza Street #3, SF, CA 94109: Andrew John Peckover, 960 Anza #3, San Francisco, CA 94109. This business is conducted by an individual. Signed Andrew Peckover.

This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. Higgins on Oct. 3, 1985.

Oct. 9, 16, 23, 30, 1985. L-19512

## FICTITIOUS BUSINESS NAME STATEMENT

FILE NO. 91860  
The following person is doing business as JACKOVICH MUSIC PRODUCTIONS, 531 Utah St., San Francisco, CA 94110: Donald H. Jackovich, 531 Utah St., San Francisco, CA 94110. This business is conducted by an individual. Signed Donald H. Jackovich.

This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. M. Kane on Sept. 26, 1985.

Oct. 2, 9, 16, 23, 1985. L-195015

## FICTITIOUS BUSINESS NAME STATEMENT

FILE NO. 91545  
The following person is doing business as MEET THE ELITE VIDEO OPTIONS, 2307 Van Ness Avenue, San Francisco, CA 94109: Barbara Tackett, 1495 Casa Buena Drive, Corte Madera 94925. This business is conducted by an individual. Signed Barbara Tackett.

This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. M. Kane on Sept. 16, 1985.

Oct. 2, 9, 16, 23, 1985. L-19493

## FICTITIOUS BUSINESS NAME STATEMENT

FILE NO. 91873  
The following corporation is doing business as BURBANK HOTEL, 317 Leavenworth St., SF, CA 94102: Five Associates Inc., a California Corporation, 317 Leavenworth St., SF, CA 94102. This business is conducted by a corporation. Signed Five Associates, Richard Quintanilla, Secretary.

This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk Robert M. Kane on Sept. 26, 1985.

Oct. 2, 9, 16, 23, 1985. L-19505

## FICTITIOUS BUSINESS NAME STATEMENT

FILE NO. 92032  
The following persons are doing business as MAJOR CHUTZPAH PROD., DBA DIAL-A-DATE, CAPT. CHUTZPAH'S CHUTZPAH-GRAM'S, 1355 Minna St., SF, CA 94103: R. H. Goldstein, 1355 Minna St., SF, CA 94103; Gordon F. Prasser, 1355 Minna St., SF, CA 94103. This business is conducted by co-partners. Signed R. H. Goldstein, Gordon F. Prasser.

This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. Higgins on Oct. 3, 1985.

Oct. 9, 16, 23, 30, 1985. L-195113

## STATEMENT OF ABANDONMENT OF FICTITIOUS BUSINESS NAME

FILE NO. 75241  
The following person has abandoned the use of the fictitious business name GOOD SHOW! 1843 Union Street, San Francisco, CA 94123: L. T. Heard, 2744 Sacramento Street #307, San Francisco, CA 94115. Said fictitious business name was filed in the City and County of San Francisco, CA on May 2, 1978 and December 19, 1983. This business was conducted by an individual. Signed L. T. Heard.

This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. Higgins on Sept. 27, 1985.

Oct. 9, 16, 23, 30, 1985. L-19515

## Deadline

Classified deadline is **FRIDAY, 2:00 PM SHARP** for the following Wednesday's issue. The deadline applies to payment, new copy, copy changes and cancellation and is strictly observed. Deadline for certain Legal Notices may be earlier. Ads not delivered by the deadline are held for the subsequent issue.

## How to Place Your Ad

**By Mail:** Use the coupon below.  
**In Person:** Stop by our office during the hours listed below. Always plenty of free parking.  
**Overnight:** Seal your ad and payment in an envelope and drop it through the Bay Guardian's mail slot at the address below.  
**By Phone:** Call during the hours listed below with *payment by credit card only*.

Complete payment must accompany all advertising and no refunds can be authorized after submission.

## WORD RATES

Any word in Webster's Dictionary counts as one word. Most hyphenated words count as two words. Most abbreviations count as full, separate words. A phone number is one word. Punctuation is free. Printed in 6-point type, as a single paragraph, with grammatically necessary capitals and standard punctuation only.

**SEEKING A MAN/WOMAN/EITHER CLASSIFICATIONS:** 60¢ per word, \$7 minimum. \$7 copy change/cancellation charge.  
**COMMERCIAL/ORGANIZATION:** 55¢ per word, \$6.60 minimum. This rate applies if you charge money for a service, are advertising as a landlord or employer, or represent an organization.  
**PRIVATE PARTY:** 35¢ per word, \$3.50 minimum. This rate applies if you are advertising as an individual for something unrelated to your business.  
**HEADLINE:** \$4.95 flat charge. Printed in 7-point bold-face type. Maximum 28 characters and spaces.

## Rates

### INCH RATES

Not available to private parties. Please contact us before placing Inch Rate advertising.  
**SEMI DISPLAY:** \$24 per column inch, plus design charge. Maximum 30 words per inch.  
**CLASSIFIED DISPLAY:** \$28 per column inch, plus applicable production charges. Maximum 20 words per inch. Size discounts available.

### GUARDIAN BOXES

\$3 per issue if you pick up your mail, \$9 per issue if you want your mail forwarded. Write "Guardian Box" (we assign the number) as part of your ad and include payment for the three additional words. You'll receive detailed instructions promptly by mail.  
**READERS:** Address Guardian Box replies to the given number, at 2700 19th St., SF, CA 94110. Boxes expire four weeks after the ad's publication.

### FREQUENCY DISCOUNTS

**COMMERCIAL/ORGANIZATION:** 10% discount for the same ad in 4 or more consecutive issues; 20% for 10 issues; 30% for 25 issues; 40% for 50 issues.  
**ALL OTHERS:** 10% discount for 2 issues; 20% for 4 issues; 30% for 6 issues.

## Publication Standards

The Bay Guardian has the legal right to reject any advertising for any reason whatsoever. We will not edit the content of your ad without your knowledge. If it is unacceptable we will notify you and may give you the opportunity to rewrite it to our satisfaction.  
Classification of all ads is entirely at our discretion and may be changed without notice. The priority of ads within each classification is random and cannot be pre-arranged.

## Errors

We do not furnish proofs before publication, nor do we supply tear sheets after. It is your responsibility to check your ad promptly for accuracy.  
If we make an error in the printing of your ad, we will correct it as soon as you notify us. If we think the error is serious enough to affect your ad's response, we will at our option publish it again (a maximum of twice) or allow you partial credit toward future advertising. However, we will make no allowances on purely aesthetic grounds or for inconsequential errors.

ANONYMOUS ADS WILL BE REJECTED

Name \_\_\_\_\_

Mail Address \_\_\_\_\_

Weekday Phone \_\_\_\_\_

RATES MAY HAVE CHANGED — PLEASE SEE ABOVE

(BG USE)

\_\_\_\_\_ words @ 60¢ (\$7 min.)

\_\_\_\_\_ or @ 55¢ (\$6.60 min.)

\_\_\_\_\_ or @ 35¢ (\$3.50 min.)

\_\_\_\_\_ plus Headline (\$4.95)

\_\_\_\_\_ plus Guardian Box (\$3 or \$9)

\_\_\_\_\_ Single Issue Subtotal

\_\_\_\_\_ times \_\_\_\_\_ issues

\_\_\_\_\_ less \_\_\_\_\_ % discount

\_\_\_\_\_ Total \$

☐ Check or Money Order enclosed, or please charge my ☐ MasterCard, ☐ Visa, ☐ American Express

Credit Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Headline ▶

Text ▶

Cut on broken line and mail entire coupon with payment to:  
**Guardian Classified**  
2700 19th Street  
San Francisco, CA 94110-2189

## Business Hours

Monday 12 noon-5 pm  
Tues.-Thurs. 9 am-5 pm  
Friday 9 am-2 pm

## Additional Telephone Hours:

Thursday 5-6 pm, Friday 8-9 am

## Suggested Classification



<p><b>STATEMENT OF ABANDONMENT OF FICTITIOUS BUSINESS NAME</b> FILE NO. 064503</p> <p>The following person has abandoned the use of the fictitious business name SCREEN-ON, 1820 Fulton St. #1, San Francisco, CA: Francine Holly Popkin, 1820 Fulton St., #1, San Francisco.</p> <p>Said fictitious business name was filed in the city and County of San Francisco, CA on Oct. 14, 1982. This business was conducted by an individual. Signed Francine Popkin.</p> <p>This statement was filed with Donald W. Dickinson, the County Clerk of the city and County of San Francisco, CA to clerk R. Higgins on Oct. 16, 1985.</p>	<p><b>SUMMONS</b> CASE NO. 842044</p> <p>SUPERIOR COURT OF CALIFORNIA IN AND FOR THE CITY AND COUNTY OF SAN FRANCISCO. In re the marriage of the Petitioner: ROBIN A. FARRELL; and the Respondent: DAVID M. BIX.</p> <p>NOTICE! You have been sued. The court may decide against you without your being heard unless you respond within 30 days. Read the information below. If you wish to seek the advice of an attorney in this matter, you should do so promptly so that your response or pleading, if any, may be filed on time.</p> <p>¡AVISO! Usted ha sido demandado. El tribunal puede decidir contra Ud. sin audiencia a menos que Ud. responda dentro de 30 días. Lea la información que sigue. Si Usted desea solicitar el consejo de un abogado en este asunto, debería hacerlo inmediatamente, de esta manera, su respuesta o alegación, si hay alguna, puede ser registrada a tiempo.</p> <p>TO THE RESPONDENT: The petitioner has filed a petition concerning your marriage. If you fail to file a response within 30 days of the date this summons is served on you, your default may be entered and the court may enter a judgment containing injunctive or other orders concerning division of property, spousal support, child custody, child support, attorney fees, costs and such other relief as may be granted by the court. The garnishment of wages, taking of money or property, or other court authorized proceedings may also result.</p> <p>Dated June 21, 1985. Donald W. Dickinson, Clerk. By R. Higgins, Deputy.</p>	<p><b>ORDER TO SHOW CAUSE FOR CHANGE OF NAME</b> NO. 846725</p> <p>SUPERIOR COURT OF CALIFORNIA IN AND FOR THE CITY AND COUNTY OF SAN FRANCISCO. In re the application of LAWRENCE NEIL BLAIR 3525 Lawton St. SF. CA 94122 for change of name.</p> <p>Whereas the petition of Lawrence Neil Blair has been filed in court for an order changing his name from Lawrence Neil Blair to Laurence Blair; now, therefore, it is hereby ordered that all persons interested in said matter do appear before this court in Department One on the 15th day of November, 1985, at 9 o'clock am to show cause why this application for change of name should not be granted.</p> <p>Dated Sept. 27, 1985. Victor M. Campilongo, Judge of the Superior Court.</p>	<p><b>FICTITIOUS BUSINESS NAME STATEMENT</b> FILE NO. 91725</p> <p>The following corporation is doing business as GALAXY COMPACT DISC &amp; HI-FI, 1295 Folsom St. San Francisco, CA: Mark Cheroff, 72 Cumberland, SF, CA 94110; Ronald Rubin, 26 Horseshoe Curve, Medford Lakes, NJ; Jeffery Goldberg, 67 Conant Rd., Lincoln, Mass. This business is conducted by a general partnership. Signed Mark Cheroff.</p> <p>This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk Robert M. Kane on Sept. 20, 1985.</p>	<p><b>ORDER TO SHOW CAUSE FOR CHANGE OF NAME</b> NO. 847063</p> <p>SUPERIOR COURT OF CALIFORNIA IN AND FOR THE CITY AND COUNTY OF SAN FRANCISCO. In re the application of MARIA MARKOF-BELAEFF for change of name.</p> <p>Whereas the petition of Maria Markof-Belaeff has been filed in court for an order changing her name from Maria Magdalena Markof-Belaeff to Maria Magdalena Belaeff-Ianovsky and her child's name from Alexis Alexandre Dieudonne Markof-Belaeff to Alexis Alexandre Belaeff-Ianovsky; now, therefore, it is hereby ordered that all persons interested in said matter do appear before this court on the 22nd day of November, 1985, at 9 o'clock am to show cause why this application for change of name should not be granted.</p> <p>Dated Oct. 4, 1985. Victor M. Campilongo, Judge of the Superior Court.</p>	<p><b>ORDER TO SHOW CAUSE FOR CHANGE OF NAME</b> NO. 847183</p> <p>SUPERIOR COURT OF CALIFORNIA IN AND FOR THE CITY AND COUNTY OF SAN FRANCISCO. In re the application of NZIKANG ALBERT EBONG for change of name.</p> <p>Whereas the petition of Nzikang Albert Ebong has been filed in court for an order changing his name from Nzikang Albert Ebong to Zikar Albert Ebong; now, therefore, it is hereby ordered that all persons interested in said matter do appear before this court in Department One on the 26th day of November, 1985, 9 o'clock am to show cause why this application for change of name should not be granted.</p> <p>Dated October 8, 1985. Victor M. Campilongo, Judge of the Superior Court.</p>
<p><b>FICTITIOUS BUSINESS NAME STATEMENT</b> FILE NO. 92419</p> <p>The following person is doing business as BATHROOM BEAUTIES I, 1235 25th, San Francisco, CA 94122: Marianne Duke, 3352 Washington, San Francisco, CA 94118. This business is conducted by an individual. Signed Marianne Duke.</p> <p>This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R.M. Kane on Oct. 18, 1985.</p>	<p><b>DIVORCE CENTERS OF CALIFORNIA</b> 870 Market St. #545 San Francisco, CA 94102 (415) 434-4485</p>	<p><b>FICTITIOUS BUSINESS NAME STATEMENT</b> FILE NO. 91964</p> <p>The following persons are doing business as PAUL T. SCOTT MUSIC, 4038 Lawton, San Francisco, CA 94122: Paul Turner Scott, 4038 Lawton, San Francisco, CA 94122; Susan Carver Scott, 4038 Lawton, San Francisco, CA 94122. This business is conducted by husband and wife. Signed Paul Turner Scott.</p> <p>This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. M. Kane on Oct. 1, 1985.</p>	<p><b>FICTITIOUS BUSINESS NAME STATEMENT</b> FILE NO. 91919</p> <p>The following person is doing business as LA CASA #2 SANDWICH SHOP, 500 B. Bayshore, SF, CA 94124: George Stabile, 446 Vienna, SF, CA 94112. This business is conducted by an individual. Signed George Stabile.</p> <p>This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk Robert M. Kane on Sept. 30, 1985.</p>	<p><b>ORDER TO SHOW CAUSE FOR CHANGE OF NAME</b> NO. 847182</p> <p>SUPERIOR COURT OF CALIFORNIA IN AND FOR THE CITY AND COUNTY OF SAN FRANCISCO. In re the application of MARK ALLEN SOMMERMEYER for change of name.</p> <p>Whereas the petition of Mark Allen Sommermeyer has been filed in court for an order changing his name from Mark Allen Sommermeyer to Mark Sommers; now, therefore, it is hereby ordered that all persons interested in said matter do appear before this court on the 26th day of November, 1985 at 9 o'clock am to show cause why this application for change of name should not be granted.</p> <p>Dated Oct. 9, 1985. Victor M. Campilongo, Judge of the Superior Court.</p>	<p><b>FICTITIOUS BUSINESS NAME STATEMENT</b> FILE NO. 92287</p> <p>The following person is doing business as BALLOON BOUTIQUE, 930 Clement St., SF, CA 94118: John R. Boley, 2423 A Magnolia, Oakland, CA 94607. This business is conducted by an individual. Signed John R. Boley.</p> <p>This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. Higgins on Oct. 15, 1985.</p>
<p><b>FICTITIOUS BUSINESS NAME STATEMENT</b> FILE NO. 92418</p> <p>The following person is doing business as BATHROOM BEAUTIES II, 1235 25th Avenue, San Francisco, CA 94122: Paula Unger 1235 25th Avenue, San Francisco, CA 94122. This business is conducted by an individual. Signed Paula Unger.</p> <p>This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R.M. Kane on Oct. 18, 1985.</p>	<p><b>ORDER TO SHOW CAUSE FOR CHANGE OF NAME</b> NO. 847185</p> <p>SUPERIOR COURT OF CALIFORNIA IN AND FOR THE CITY AND COUNTY OF SAN FRANCISCO. In re the application of BETTINA MARIE SMITH for change of name.</p> <p>Whereas the petition of Bettina Marie Smith has been filed in court for an order changing her name from Bettina Marie Smith to Bettina Marie DiRienzo; now, therefore, it is hereby ordered that all persons interested in said matter do appear before this court in Department One on the 26th day of November, 1985, at 9 o'clock am to show cause why this application for change of name should not be granted.</p> <p>Dated October 8, 1985. Victor M. Campilongo, Judge of the Superior Court.</p>	<p><b>FICTITIOUS BUSINESS NAME STATEMENT</b> FILE NO. 92136</p> <p>The following person is doing business as THE SWORD AND ROSE, 85 Carl Street San Francisco, CA 94117: Patrick Ferry, 538 Baker Street S.F., CA 94117. This business is conducted by an individual. Signed Patrick Ferry.</p> <p>This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. Higgins on Oct. 8, 1985.</p>	<p><b>STATEMENT OF WITHDRAWAL FROM PARTNERSHIP</b> FILE NO. 84102</p> <p>The following person has withdrawn as a general partner from the partnership operating under the fictitious business name of A'S GLASS CO. 1632 Fulton St. SF 94117: Arastoo M. Ahane. The fictitious business name statement for the partnership was filed on Dec. 3, 1984, in the County of San Francisco. Signed Arastoo M. Ahane.</p> <p>This Statement was filed with Donald Dickinson, the County Clerk for the City and County of San Francisco, California, on Oct. 4, 1985 by clerk Robert M. Kane.</p>	<p><b>ORDER TO SHOW CAUSE FOR CHANGE OF NAME</b> NO. 847132</p> <p>SUPERIOR COURT OF CALIFORNIA IN AND FOR THE CITY AND COUNTY OF SAN FRANCISCO. In re the application of RONALD CARL MAYES for change of name.</p> <p>Whereas the petition of Ronald Carl Mays has been filed in court for an order changing his name from Ronald Carl Mays to Ron Keever; now, therefore, it is hereby ordered that all persons interested in said matter do appear before this court in Department One on the 26th day of November, 1985, at 9 o'clock am to show cause why this application for change of name should not be granted.</p> <p>Dated Oct. 8, 1985. Victor M. Campilongo, Judge of the Superior Court.</p>	<p><b>FICTITIOUS BUSINESS NAME STATEMENT</b> FILE NO. 92208</p> <p>The following persons are doing business as BLONG MARKETING, 1569 Hampshire, SF, CA 94110: Dennis William Blong, 1569 Hampshire, SF, CA 94110; Thomas Joseph Blong, 790 Forest, Zionville, IN 46077. This business is conducted by a general partnership. Signed Dennis Blong.</p> <p>This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. Higgins on Oct. 10, 1985.</p>
<p><b>FICTITIOUS BUSINESS NAME STATEMENT</b> FILE NO. 91576</p> <p>The following corporation is doing business as AMERICAN NATURAL BEVERAGE CORP., 650 Alabama St. #202, SF, CA 94110: American Natural Beverage Corp. Delaware, 100 Varick St., New York, New York 10013. This business is conducted by a corporation. Signed Constance L. Best, Exec. Vice Pres.</p> <p>This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. Higgins on Sept. 16, 1985.</p>	<p><b>FICTITIOUS BUSINESS NAME STATEMENT</b> FILE NO. 92396</p> <p>The following person is doing business as VAARLEY COMMUNICATIONS, 2647 Leavenworth, San Francisco, CA 94133: Arlene Lind, 2647 Leavenworth, San Francisco, CA 94133. This business is conducted by an individual. Signed Arlene Lind.</p> <p>This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. Higgins on Oct. 17, 1985.</p>	<p><b>ORDER TO SHOW CAUSE FOR CHANGE OF NAME</b> NO. 847385</p> <p>SUPERIOR COURT OF CALIFORNIA IN AND FOR THE CITY AND COUNTY OF SAN FRANCISCO. In re the application of JUDY SHIH (aka DORCAS GIN-LING SHIH) for change of name.</p> <p>Whereas the petition of Judy Shih has been filed in court for an order changing her name from Judy Shih to Sarah Dorcas Shih; now, therefore, it is hereby ordered that all persons interested in said matter do appear before this court in Department One on the 22nd day of November, 1985 at 9 o'clock am to show cause why this application for change of name should not be granted.</p> <p>Dated Oct. 11, 1985. Victor M. Campilongo, Judge of the Superior Court.</p>	<p><b>FICTITIOUS BUSINESS NAME STATEMENT</b> FILE NO. 92219</p> <p>The following person is doing business as DOUBBLE "W" PRODUCTIONS, 2700 19th Street, San Francisco, CA 94110: Wendy Werby, 1371 6th Avenue, SF, CA 94122. This business is conducted by an individual. Signed Wendy Werby.</p> <p>This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. Higgins on Oct. 10, 1985.</p>	<p><b>FICTITIOUS BUSINESS NAME STATEMENT</b> FILE NO. 92241</p> <p>The following person is doing business as THE MONTGOMERY CAPITAL GROUP, 2657 Leavenworth, San Francisco, CA 94133: Susan Jorstad, 2657 Leavenworth, San Francisco, CA 94133. This business is conducted by an individual. Signed Susan Jorstad.</p> <p>This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. Higgins on Oct. 11, 1985.</p>	<p><b>FICTITIOUS BUSINESS NAME STATEMENT</b> FILE NO. 92398</p> <p>The following person is doing business as PRIMA FACIESALON, ALEXANDER'S AESTHETICS, 561 Castro Street, San Francisco, California 94114: Alexander J. Desy, 8218 DeLongpre Ave. #12, West Hollywood, CA 90212. This business is conducted by an individual. Signed Alexander J. Desy.</p> <p>This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. Higgins on Oct. 17, 1985.</p>
<p><b>FICTITIOUS BUSINESS NAME STATEMENT</b> FILE NO. 91702</p> <p>The following person is doing business as BUSCH ASSOCIATES, 2105 Buchanan #1, San Francisco, CA 94115: Anne Anderson Busch, 2105 Buchanan #1, San Francisco, CA 94115. This business is conducted by an individual. Signed Anne Anderson Busch.</p> <p>This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk Monica Mateo on Sept. 19, 1985.</p>	<p><b>FICTITIOUS BUSINESS NAME STATEMENT</b> FILE NO. 92396</p> <p>The following person is doing business as VAARLEY COMMUNICATIONS, 2647 Leavenworth, San Francisco, CA 94133: Arlene Lind, 2647 Leavenworth, San Francisco, CA 94133. This business is conducted by an individual. Signed Arlene Lind.</p> <p>This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. Higgins on Oct. 17, 1985.</p>	<p><b>JAMES R. NIELSEN KAREN L. GRAF 320 Judah Street Suite 7 San Francisco, CA 94122 (415) 666-4342</b></p>	<p><b>FICTITIOUS BUSINESS NAME STATEMENT</b> FILE NO. 92219</p> <p>The following person is doing business as DOUBBLE "W" PRODUCTIONS, 2700 19th Street, San Francisco, CA 94110: Wendy Werby, 1371 6th Avenue, SF, CA 94122. This business is conducted by an individual. Signed Wendy Werby.</p> <p>This statement was filed with Donald W. Dickinson, the County Clerk of the City and County of San Francisco, CA by clerk R. Higgins on Oct. 10, 1985.</p>	<p><b>October 16, 23, 30, Nov. 6, 1985.</b></p>	<p><b>October 16, 23, 30, Nov. 6, 1985.</b></p>

# THE PUZZLE

## CO-JACKS by Don Rubin

We've taken props from eight of this actor's most popular movies, films in which he played characters named: 1) Jack, 2) Charley, 3) Jonathan, 4) Billy, 5) George, 6) Randle, 7) JJ, and 8) Bobby.

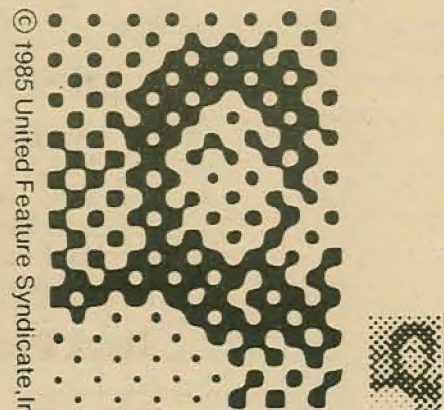
Name the movies.

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Rules of the Game

- We'll give a Bay Guardian Bar Book to three readers who successfully solve each week's puzzle.
- All entries must be received in the Bay Guardian's offices by noon Thursday, eight days following the publication date of the puzzle. There will be no exceptions to this deadline. Address all entries to: Puzzle, SF Bay Guardian, 2700 19th St., SF 94110.
- Employees of the Bay Guardian, their families, pets and significant others are not eligible for prizes.
- In the event of a tie, or disputes, the decisions of the judges will be final. They will also be arbitrary. Since we have only three prizes to give away each week, if there are more than three correct entries we'll pick the winners from a hat.
- All prize winners will become eligible for periodic drawings for larger prizes.
- All entries must be accompanied by this page. When possible, your answer should be entered in the space provided.
- Sorry, one entry per person per week.
- Winners will be notified by mail. Prizes must be picked up at the Guardian office.
- The title of the puzzle must be printed on the outside front of the envelope on all entries.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City/Zip \_\_\_\_\_



Michael Jackson

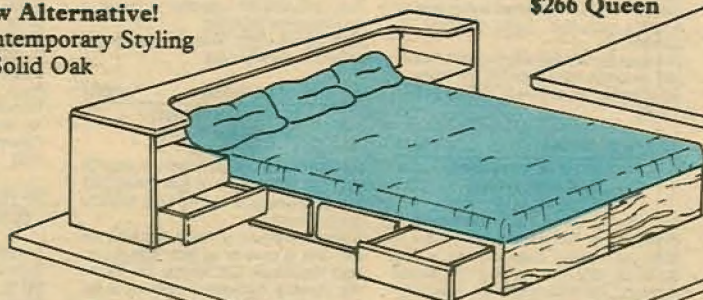
This week's puzzle winners are Victor Husary, Marilyn Green and Betty Hwang.



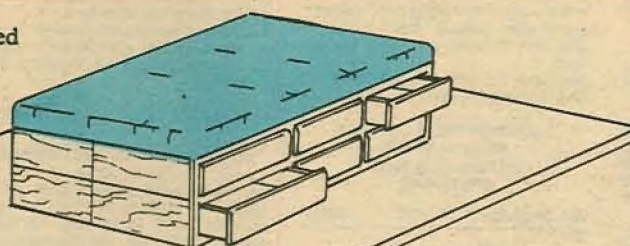
# THE NEW ALTERNATIVES IN BEDROOM DESIGN

All these new alternatives give you big, solid wood drawers—providing as much extra storage space as one, two, or even three dressers. The European inspired design adds a feeling of style, spaciousness, and open space—even to small bedrooms. These innovative designs can free up enough extra space to add a desk, an entertainment unit, or a reading area so that you can enjoy two rooms in one.

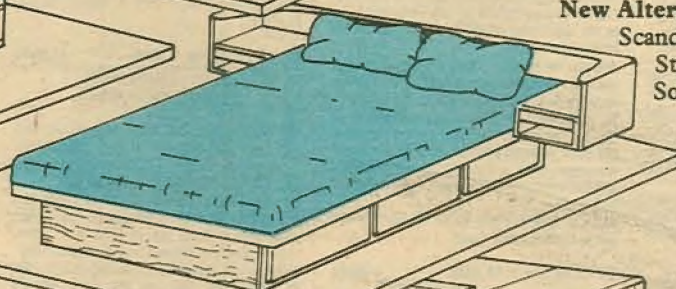
**New Alternative!**  
Contemporary Styling  
in Solid Oak



**New Alternative!**  
12 Drawer Chest Bed  
Solid Oak Drawers  
\$399 Queen  
Solid Pine Drawers  
\$266 Queen



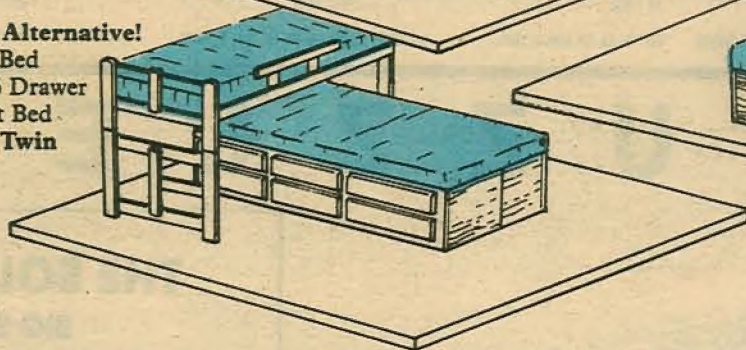
**New Alternative!**  
Scandinavian  
Styling in  
Solid Oak



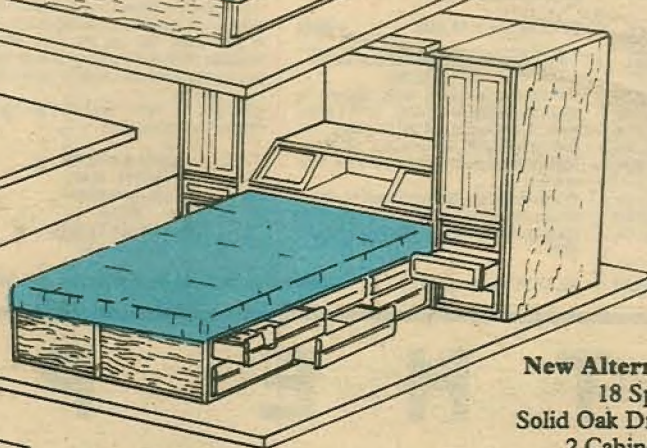
**Our #1 Best Seller**  
6 Solid Oak Drawer,  
Platform Bed,  
Floating Headboard,  
and Nightstands  
\$499 Queen



**New Alternative!**  
Loft Bed  
and 6 Drawer  
Chest Bed  
\$266 Twin



**New Alternative!**  
18 Spacious  
Solid Oak Drawers,  
2 Cabinets and  
Bookcase Storage Headboard



## EXPANSION SALE!

The Berkeley Design Shop has expanded—adding an annex location at 3300 Adeline, where you'll discover new space-saving ideas in children's bedroom furniture and a greatly expanded chest bed selection at 2970 Adeline. To celebrate our new location, we're having a storewide expansion sale on all new alternatives in bedroom design!

### DISCOVER THE NEW MATTRESS ALTERNATIVES:

**YOUR BED  
IS LETTING  
YOU DOWN!**  
Discover Bio-Firm  
and gain the support  
your body needs.



**THE WRONG FIRMNESS**  
It's old-fashioned support doesn't  
support your spine. You can actually  
see how it lets you down.



**THE RIGHT FIRMNESS**  
Bio-Firm support cushions your entire body.  
You can actually see the healthy way  
it supports your spine.

**ALSO:**  
Air Beds, Floatation,  
High Resiliency Foam, Latex,  
and Sertas specially selected  
for platform beds.

**Back Problems? A 30 night comfort trial is your assurance of satisfaction.**

**SALE ENDS OCTOBER 28TH, 1985**

**Berkeley  
DESIGN SHOP**  
and Famous Foam Factory



Berkeley Design Shop Annex 3300 Adeline, Berkeley 652-3305  
Also visit the Berkeley Design Shop at 2970 Adeline, Berkeley 841-5340 Mon-Sat 10-6, Sun 12-5